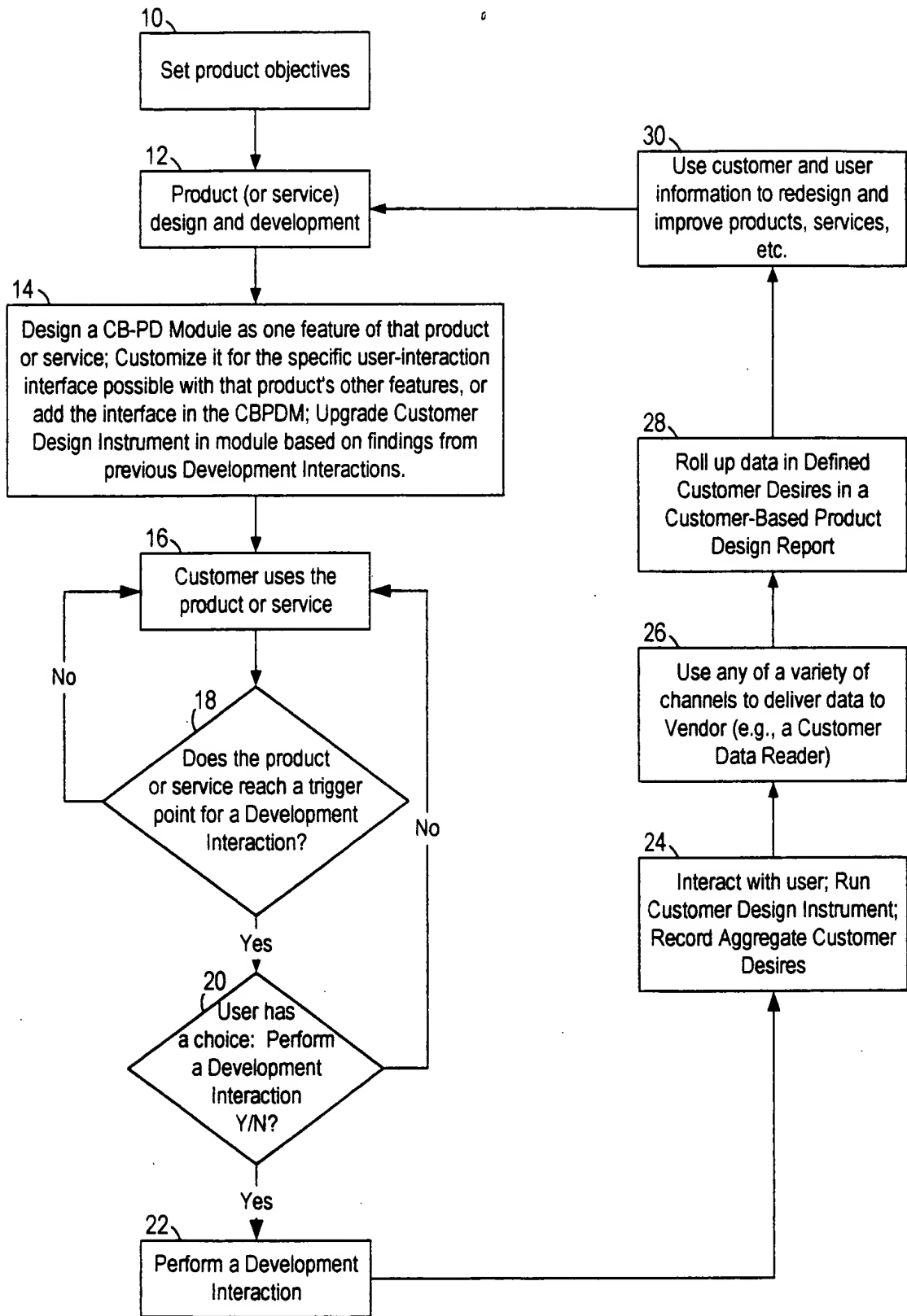


Figure 1



669990" T6E69E60

Figure 2

40

42

44

46

48

50

52

54

56

58

60

62

How much did you like or dislike the method that you just used to program the fax machine's user settings?

Strongly like 1 2 3 4 5 Strongly dislike

> Enter your choice to continue, # to exit.

Figure 3

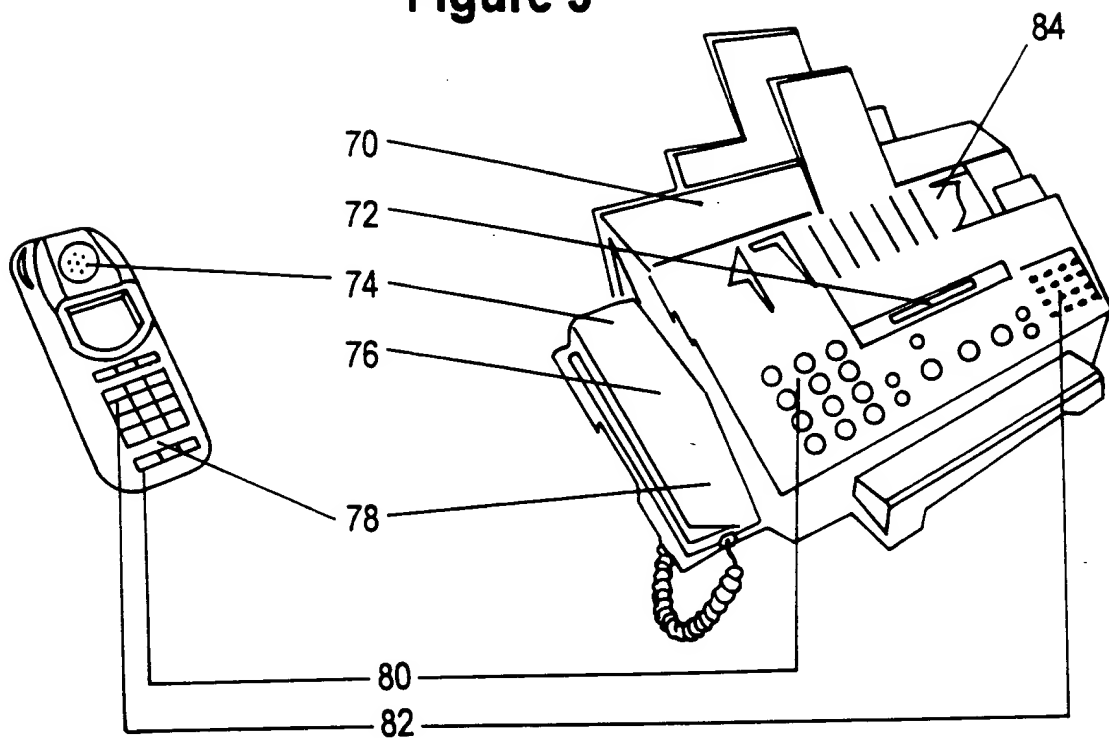


Figure 4

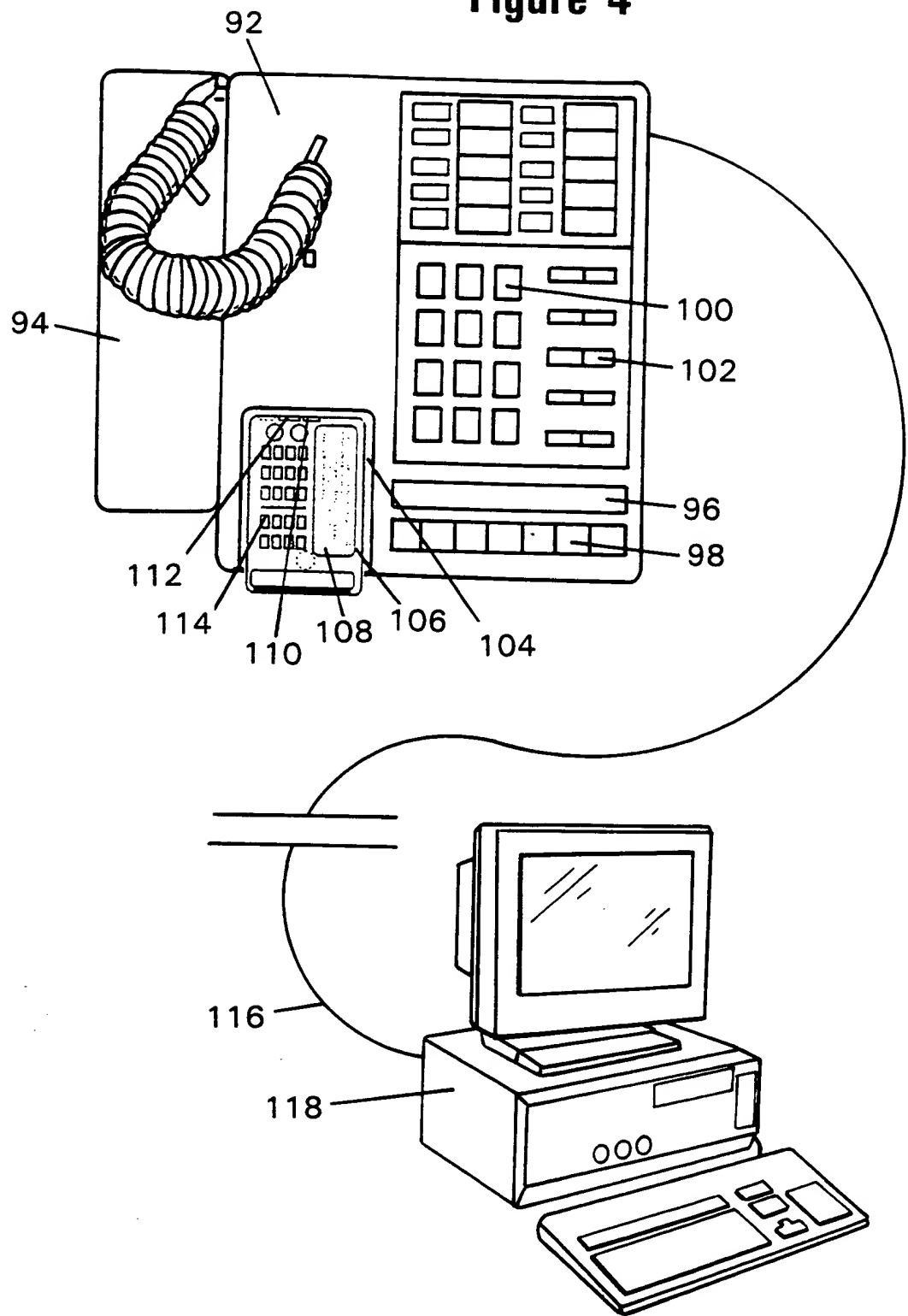


Figure 5

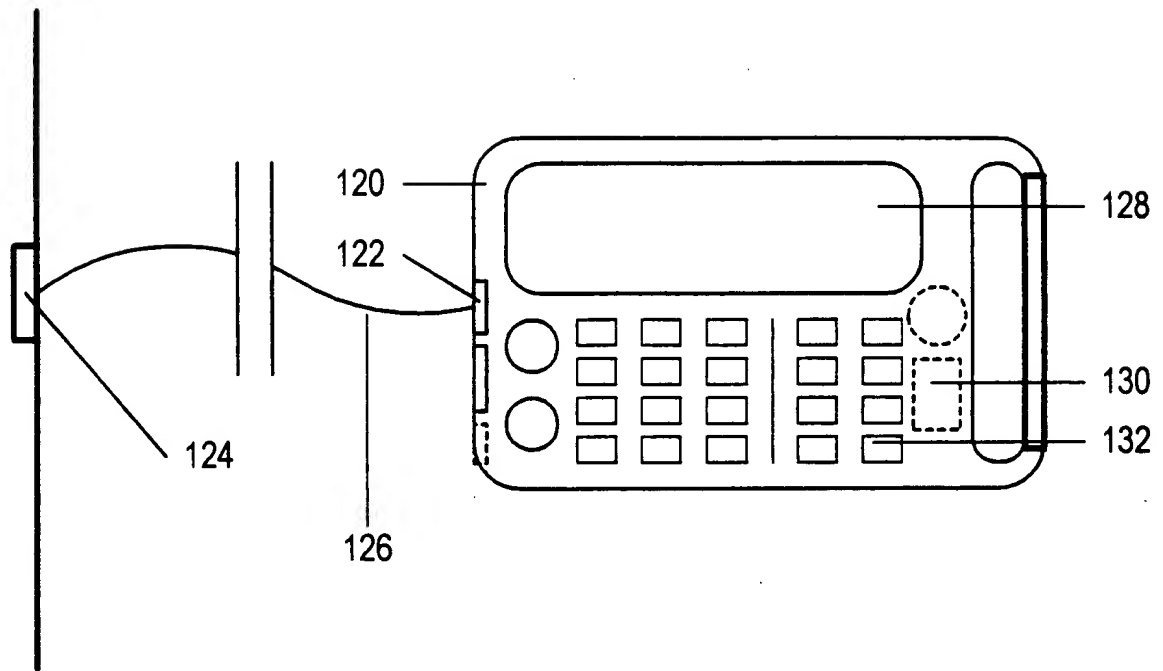


Figure 6

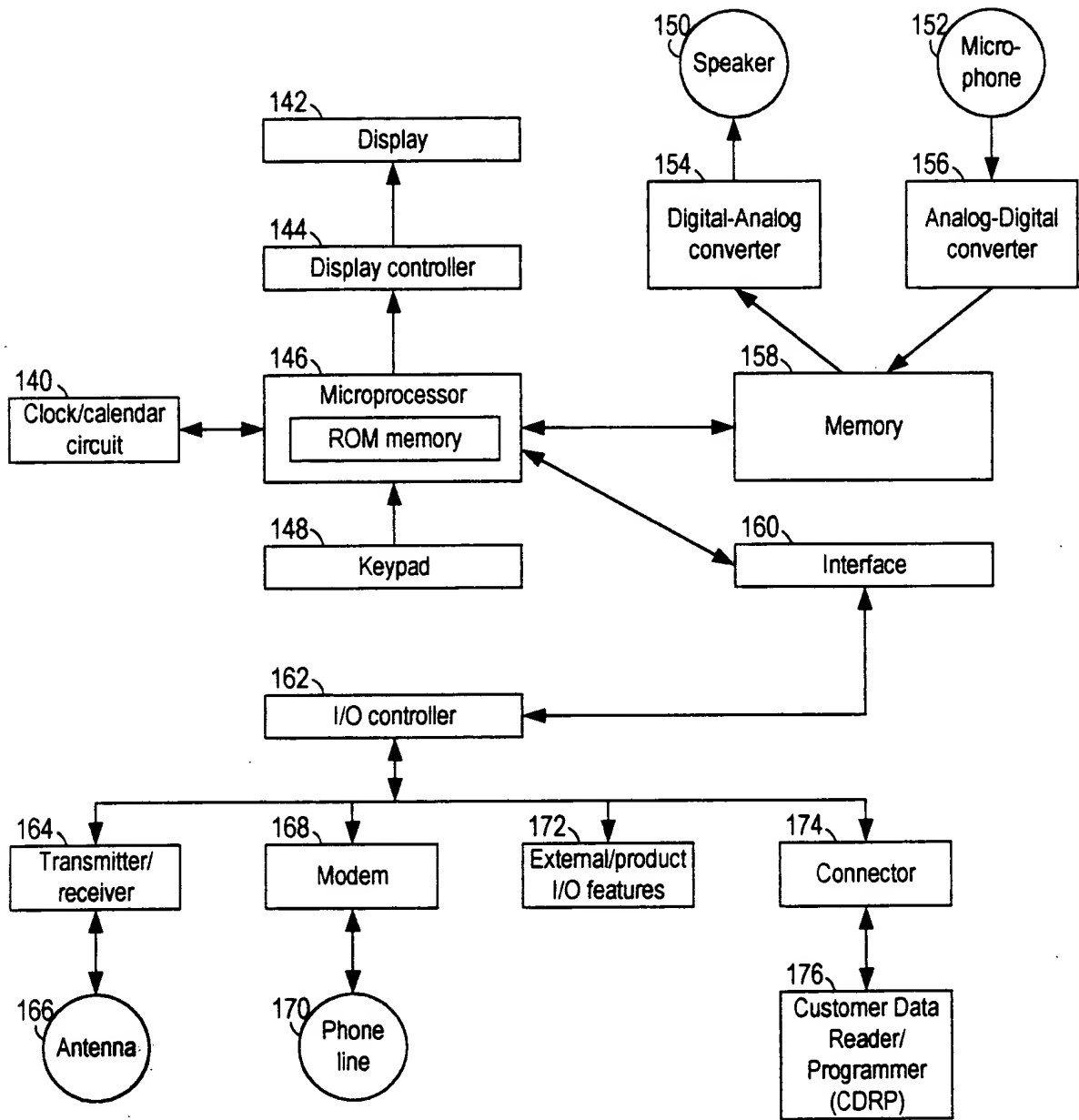


Figure 7

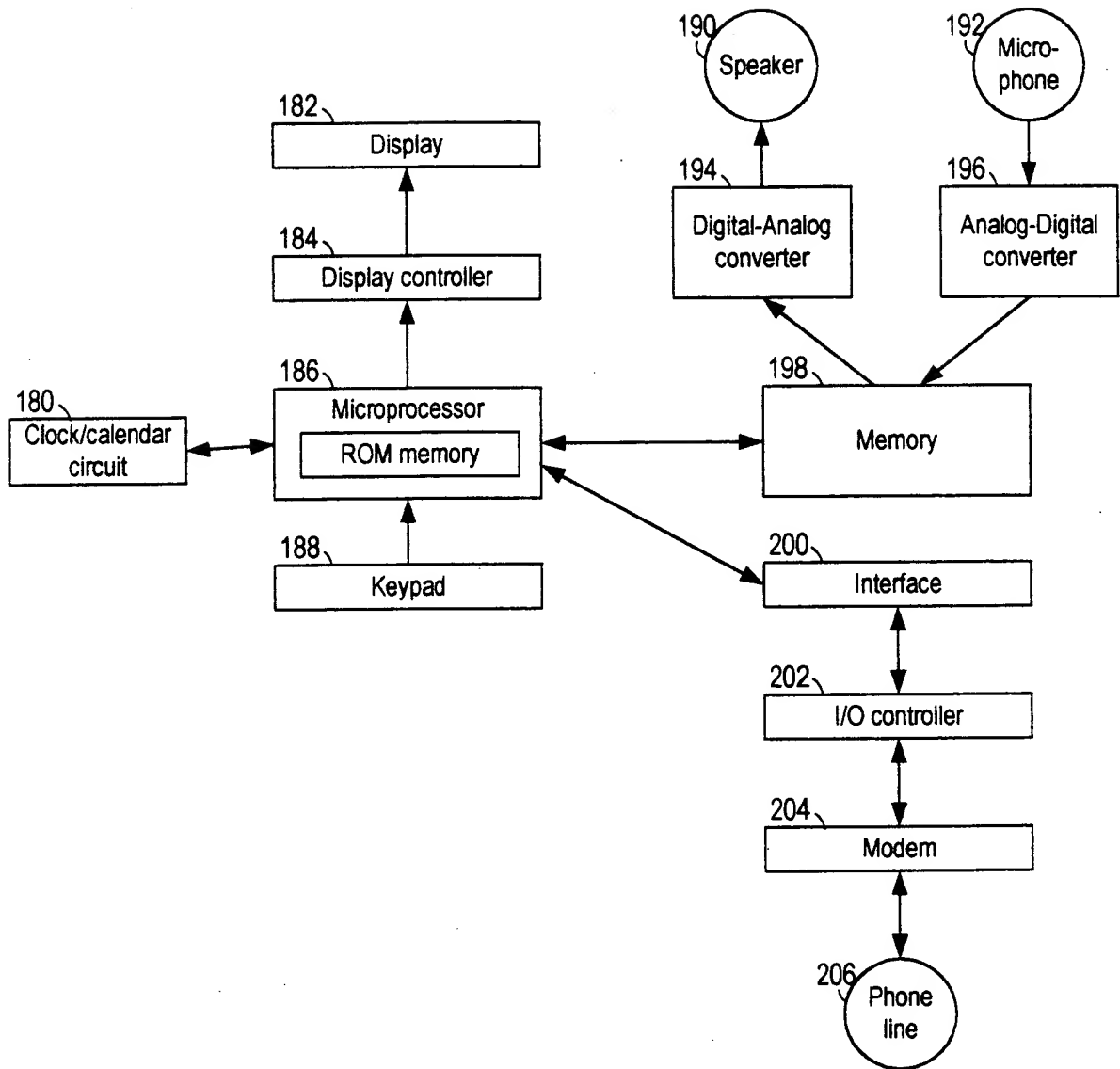


Figure 8

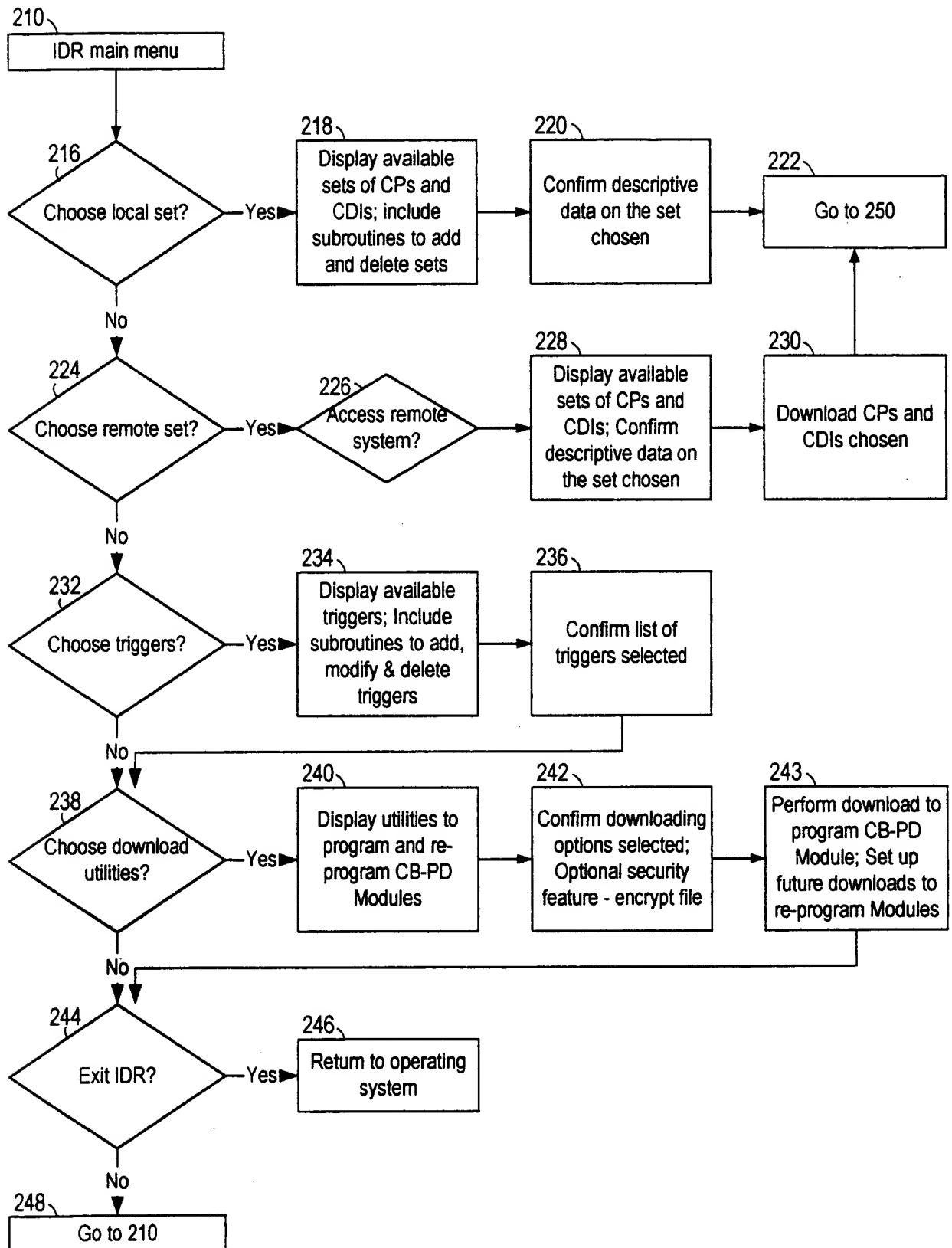
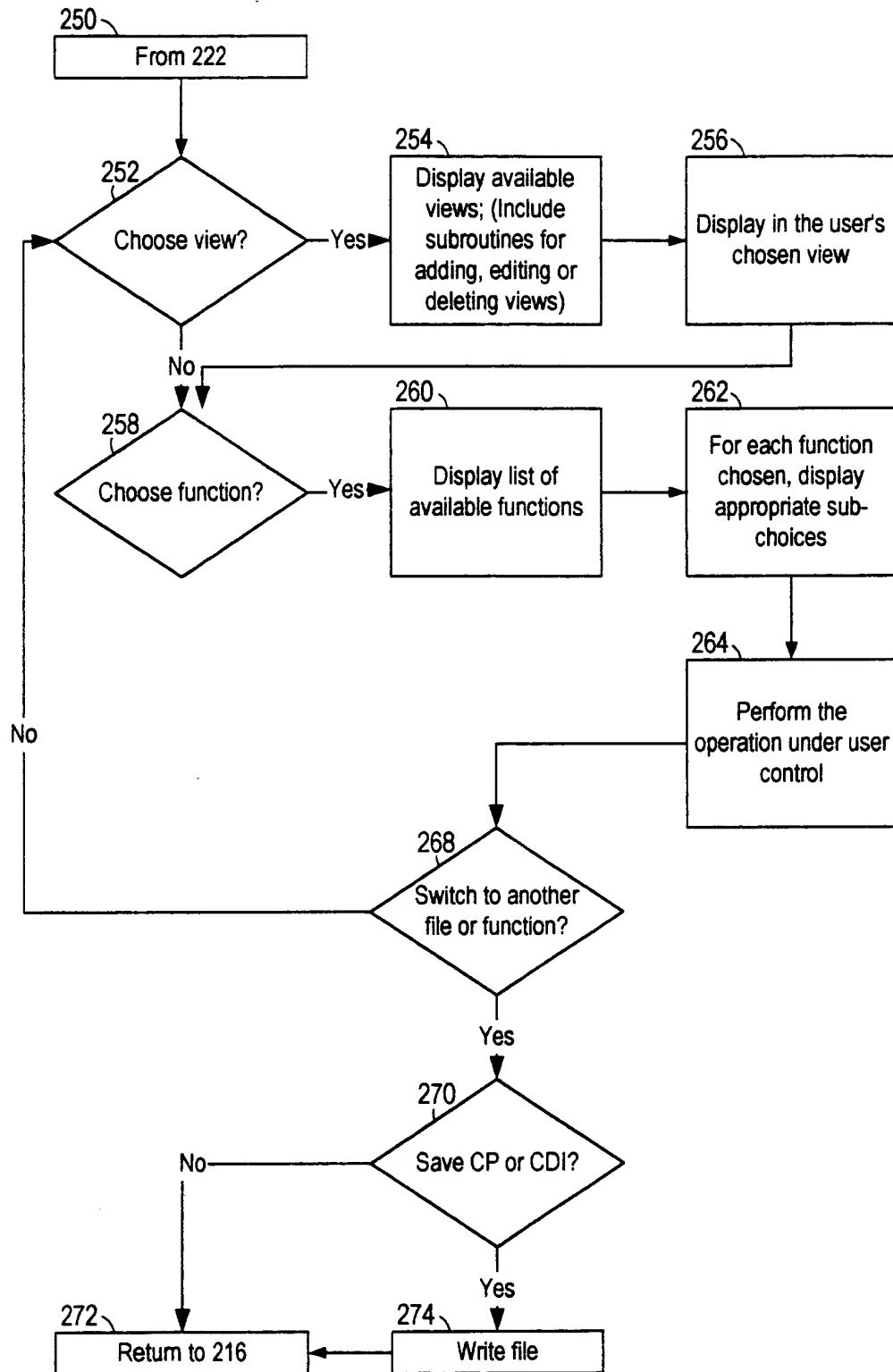


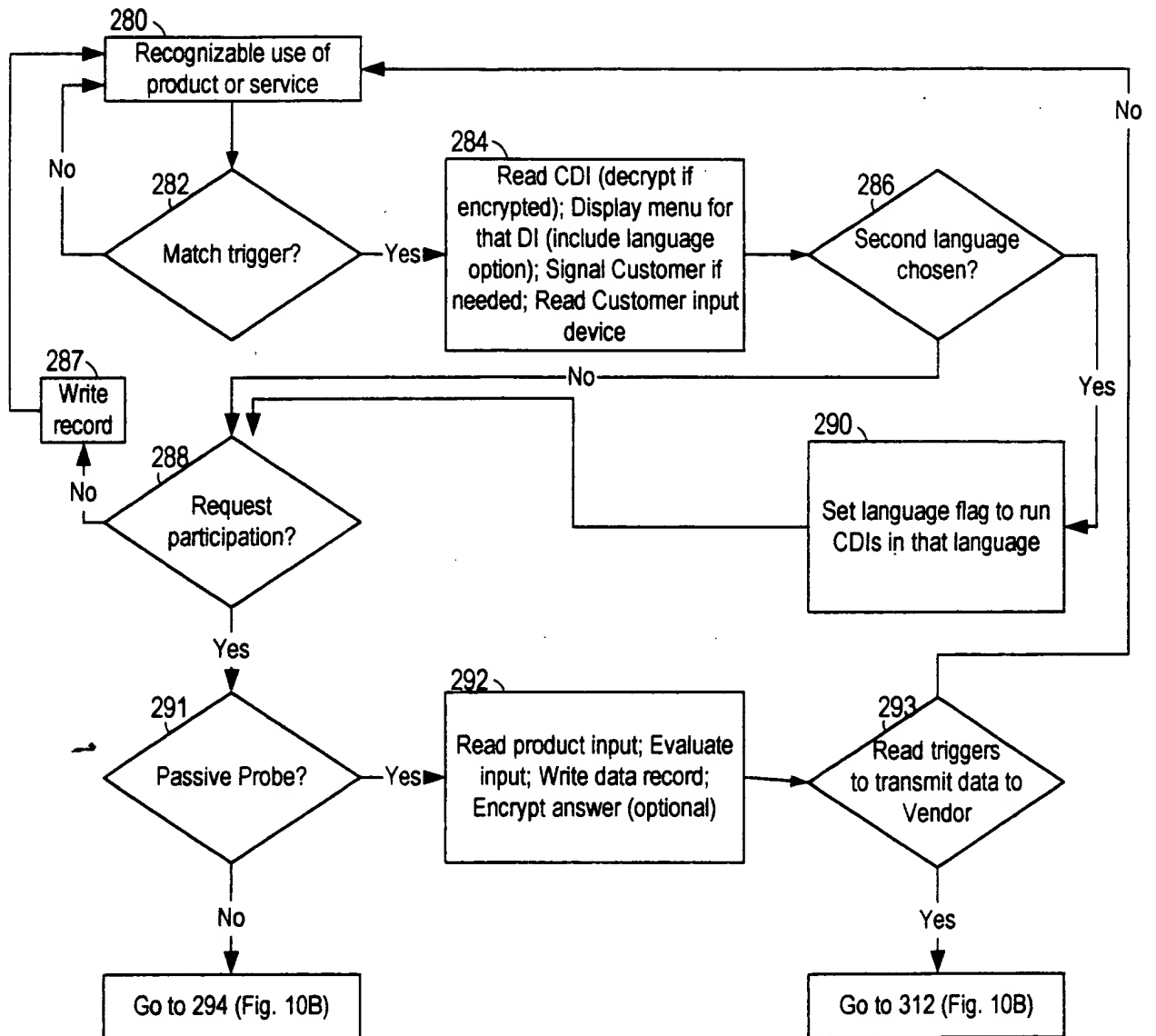


Figure 9



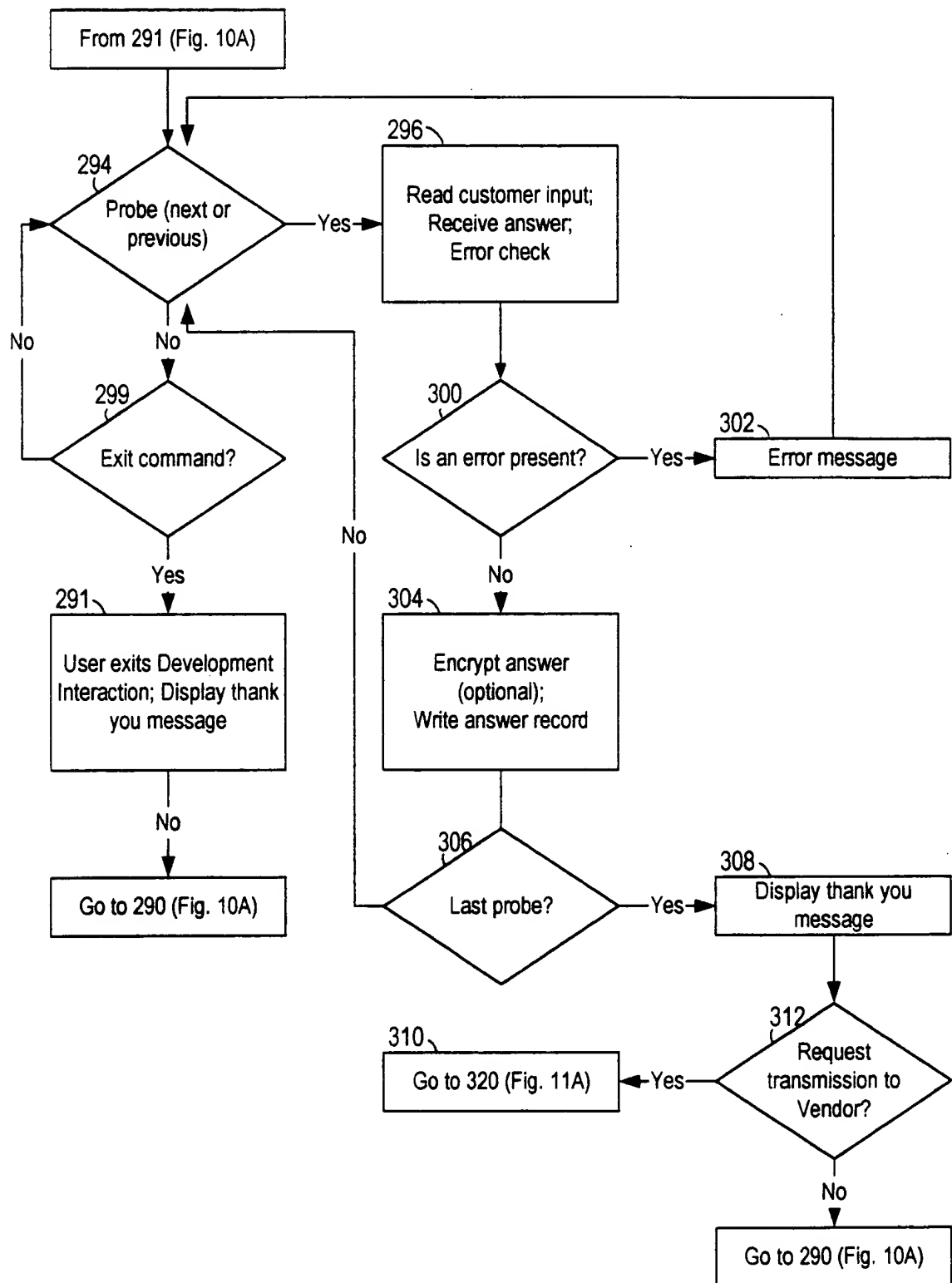
663000" 16E29E60

Figure 10A



65999-100699

Figure 10B



09369391-080699  
669887-1689260

Figure 11A

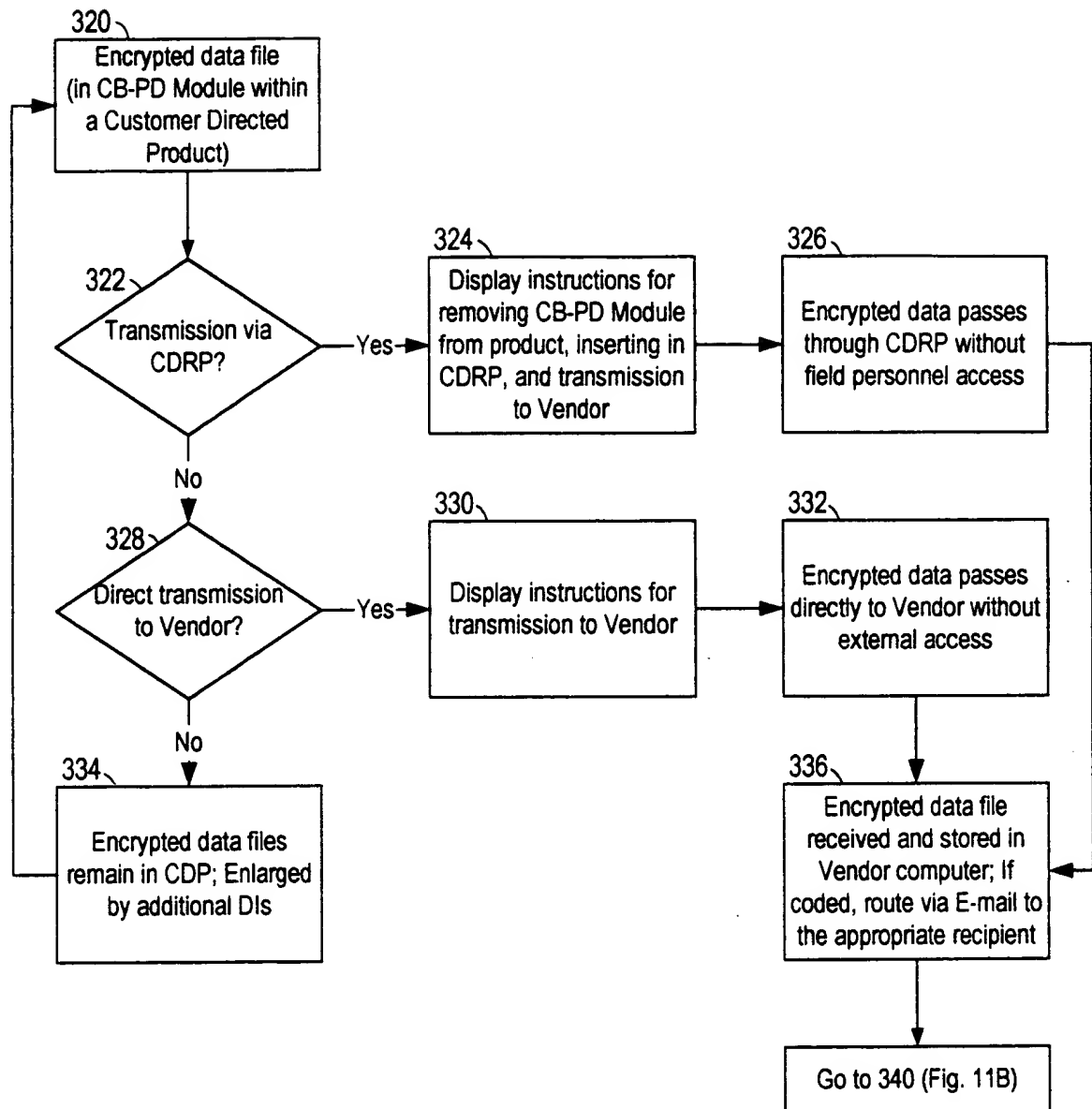
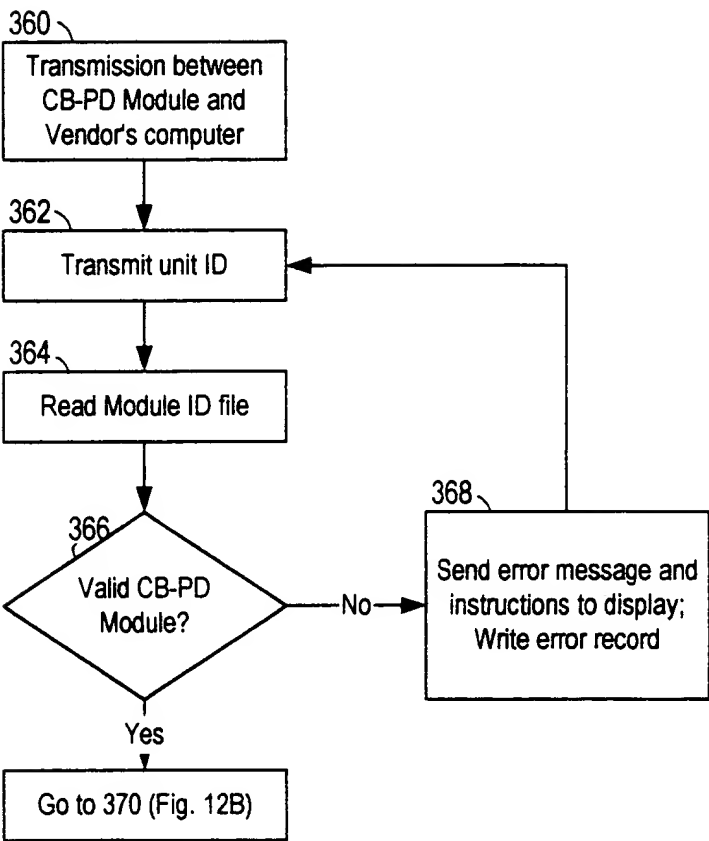


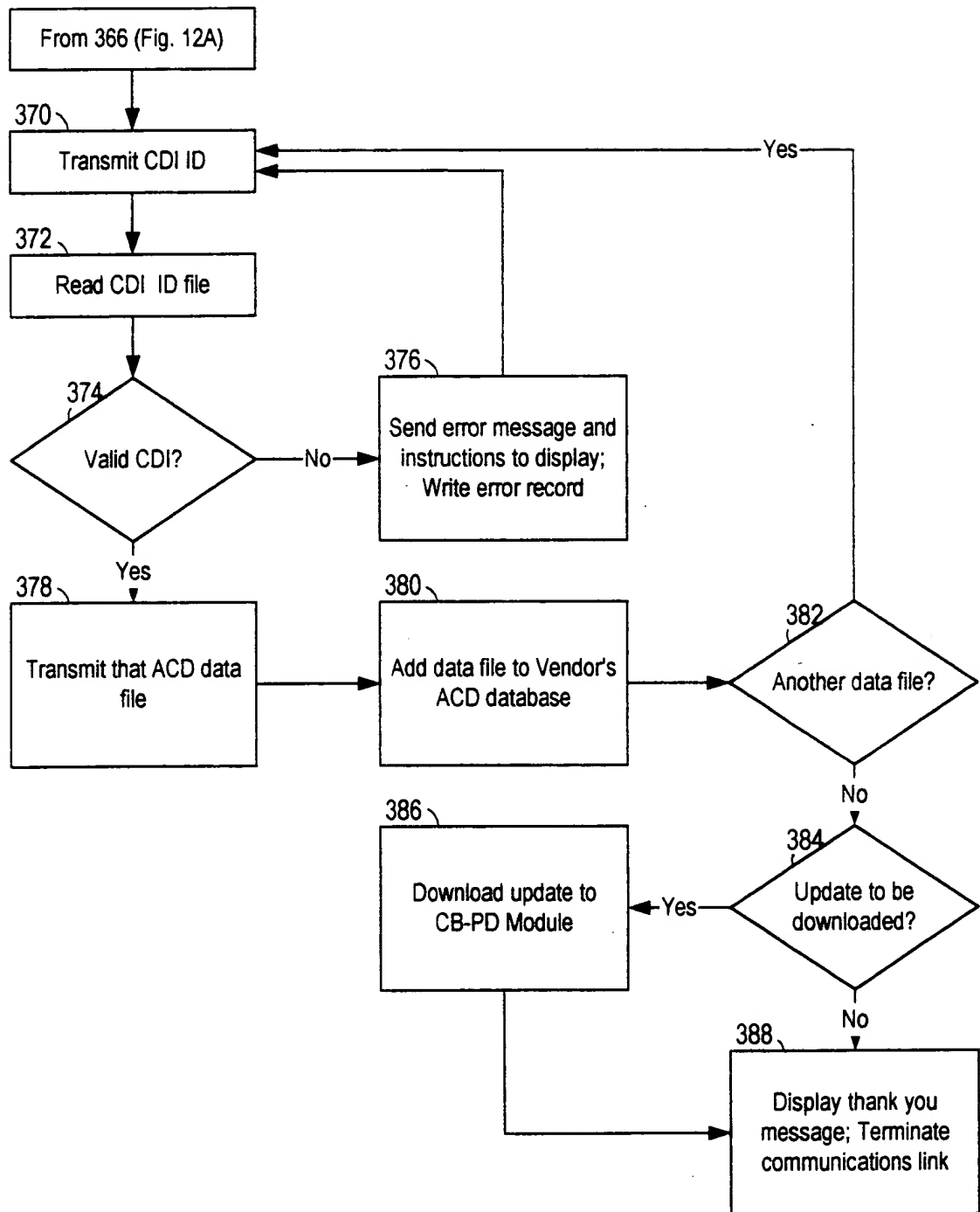


Figure 12A



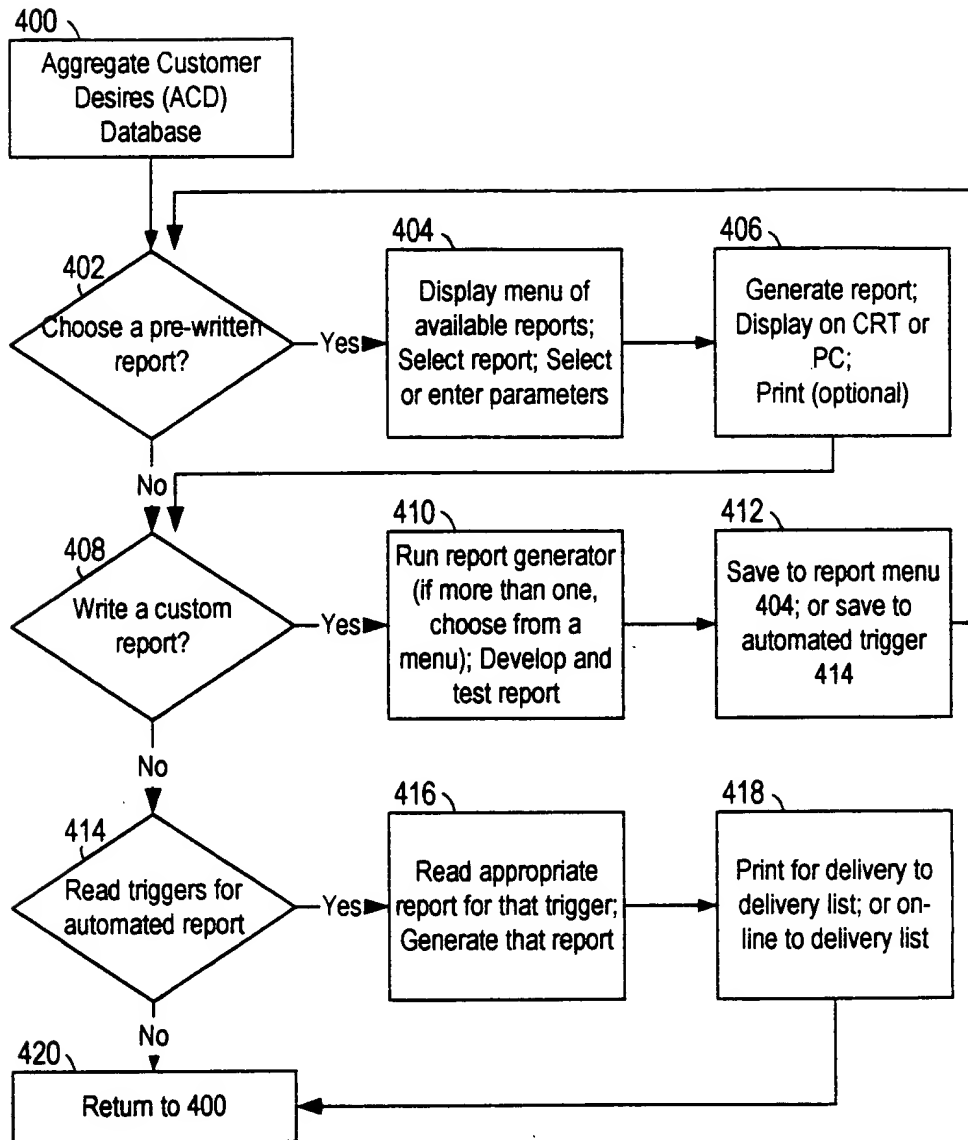
669080" 7.6.65936.60

Figure 12B



659000-1569360

Figure 13



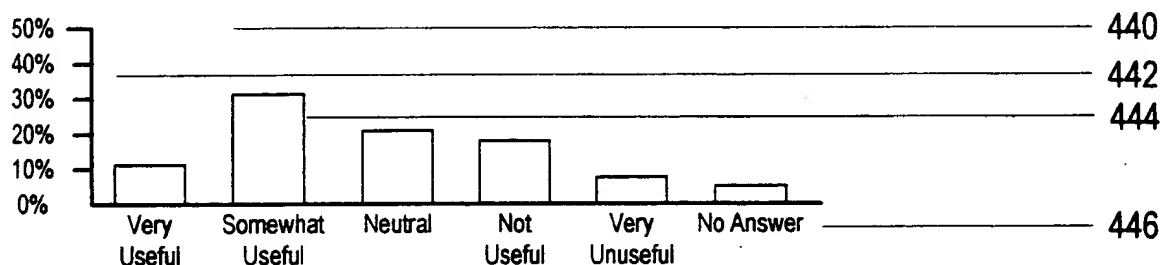


# Figure 14

Probe #12: Function to calculate Net Present Value 430

How useful did you find this method of performing this type of calculation? 432

Very Useful	12%	423	434
Somewhat Useful	31%	1,086	436
Neutral	25%	884	438
Not Useful	18%	642	
Very Unuseful	8%	287	
No Answer	5%	191	



Customer comments: 448

Please explain how this calculation method helped or hindered your work: 450

- 1 Gives a good understanding of the interaction between different financial measures 452
- 1 I could experiment with the variables
- 2 This is easy to understand
- 2 Gave me a better understanding of the numbers
- 2 It focused on the key elements so I could think about the sensitivity points
- 3 Somehow the method and my numbers were not related. Although I spent time on it, it didn't help my decision.
- 3 Too easy to miss the big picture because of data overload. Too many numbers to manipulate.
- 4 There seemed to be more than was necessary.
- 4 Should be more instructive
- 5 Help!
- No Answer Can see consequences of different assumptions 454
- No Answer Helped understanding but took too many tries

Figure 15

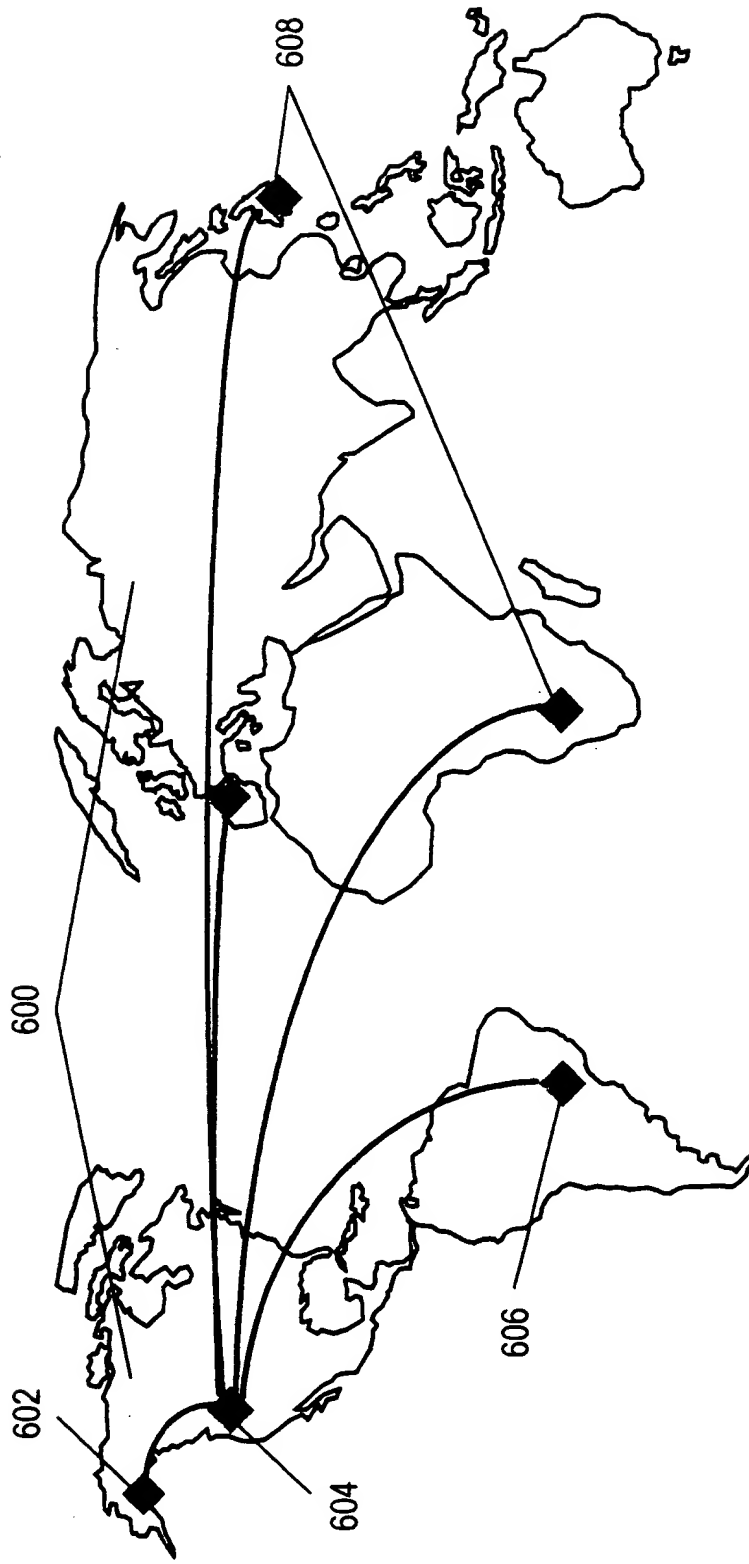


Figure 16

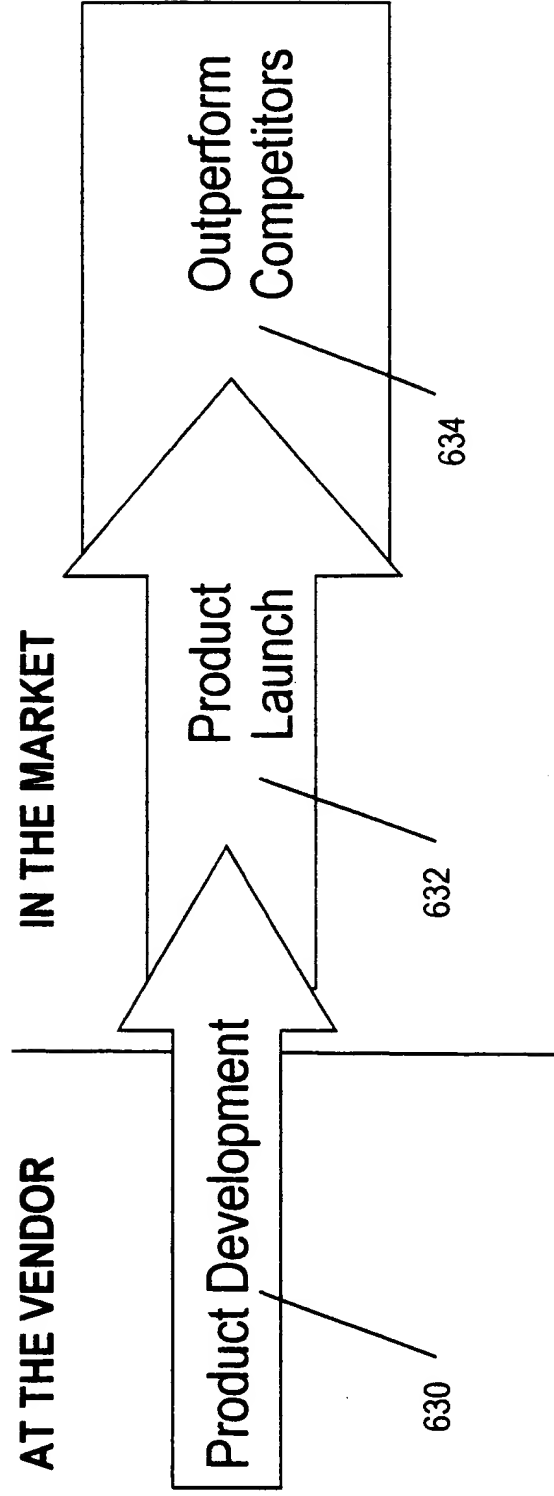


Figure 17

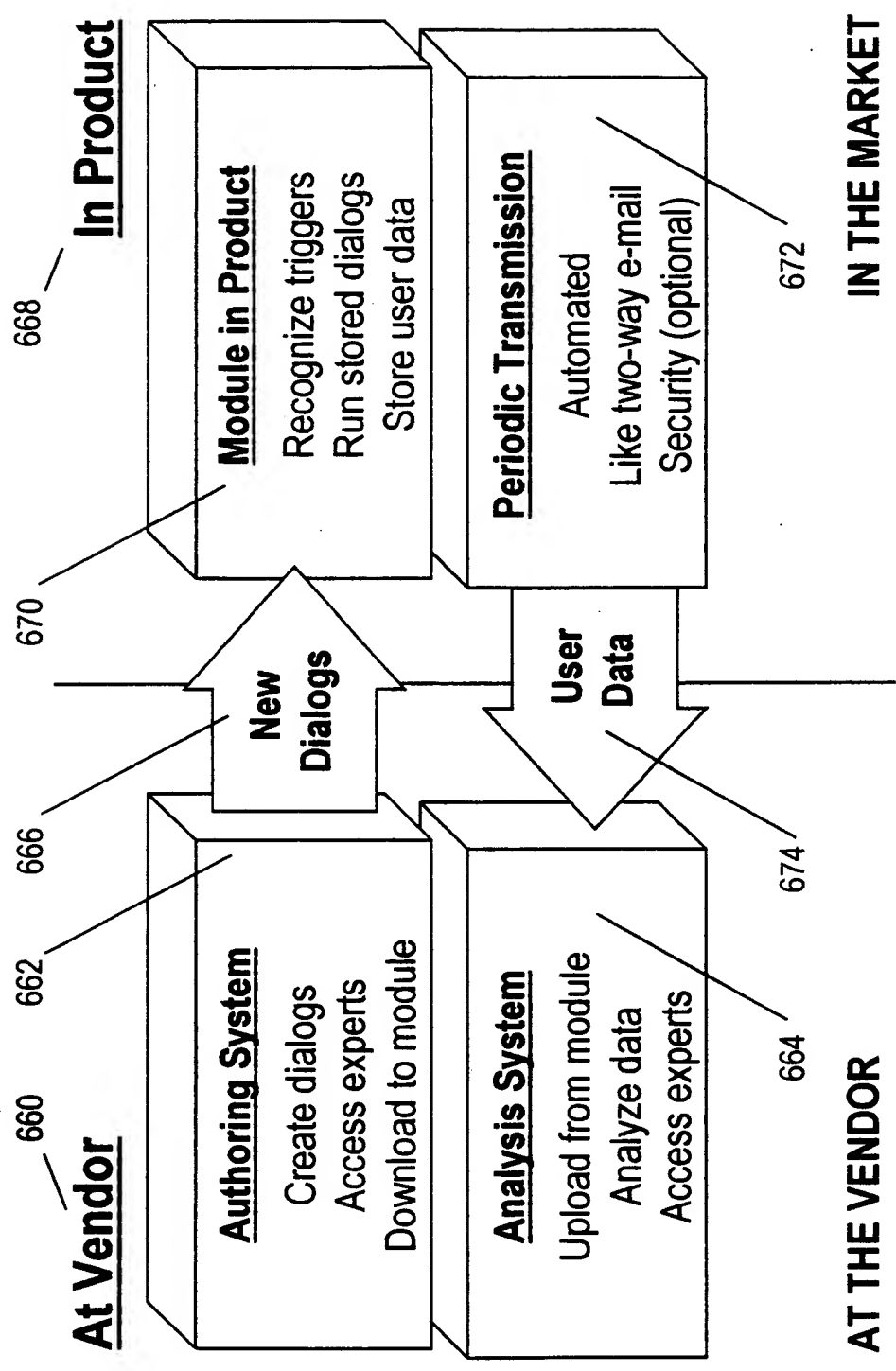


Figure 18

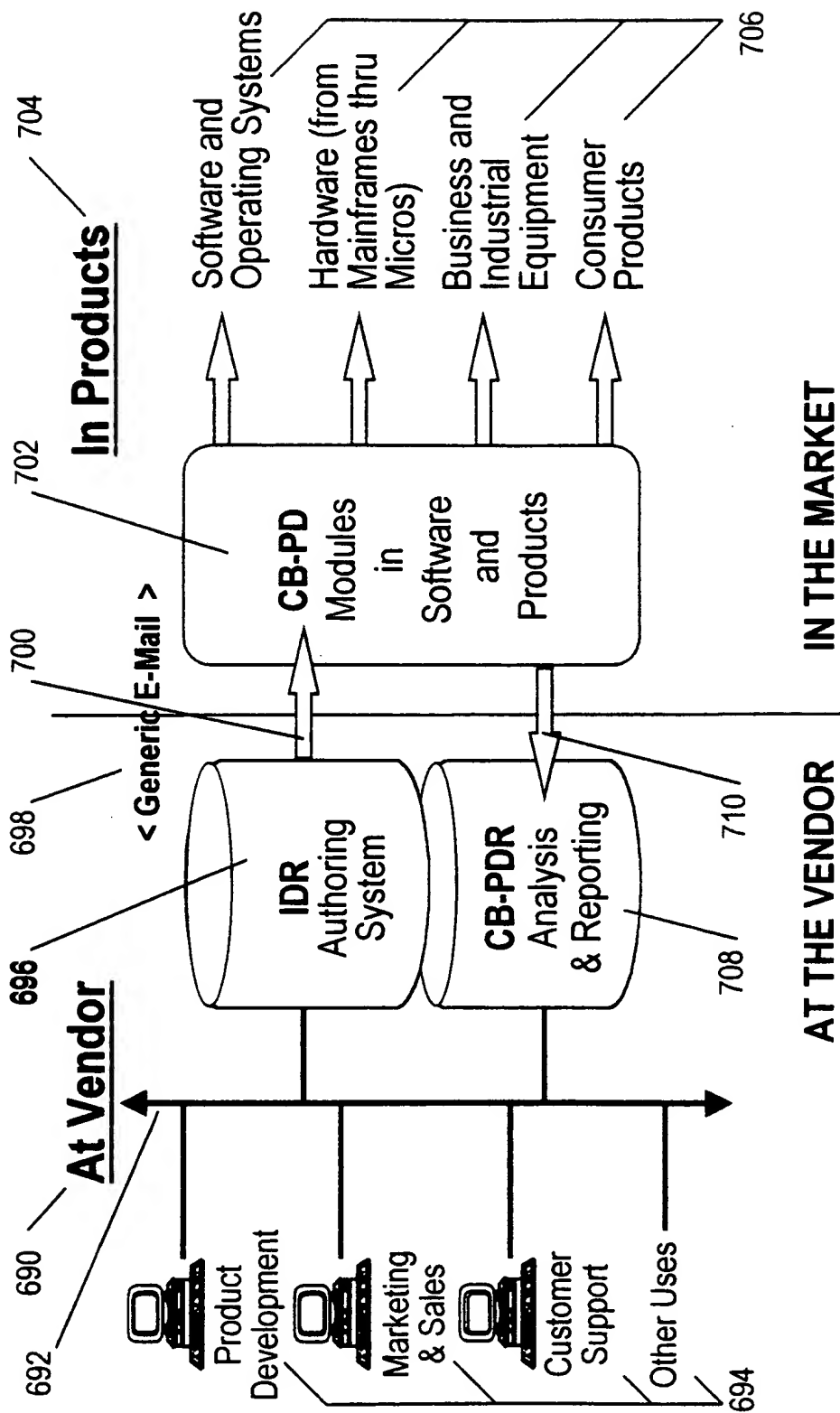


Figure 19

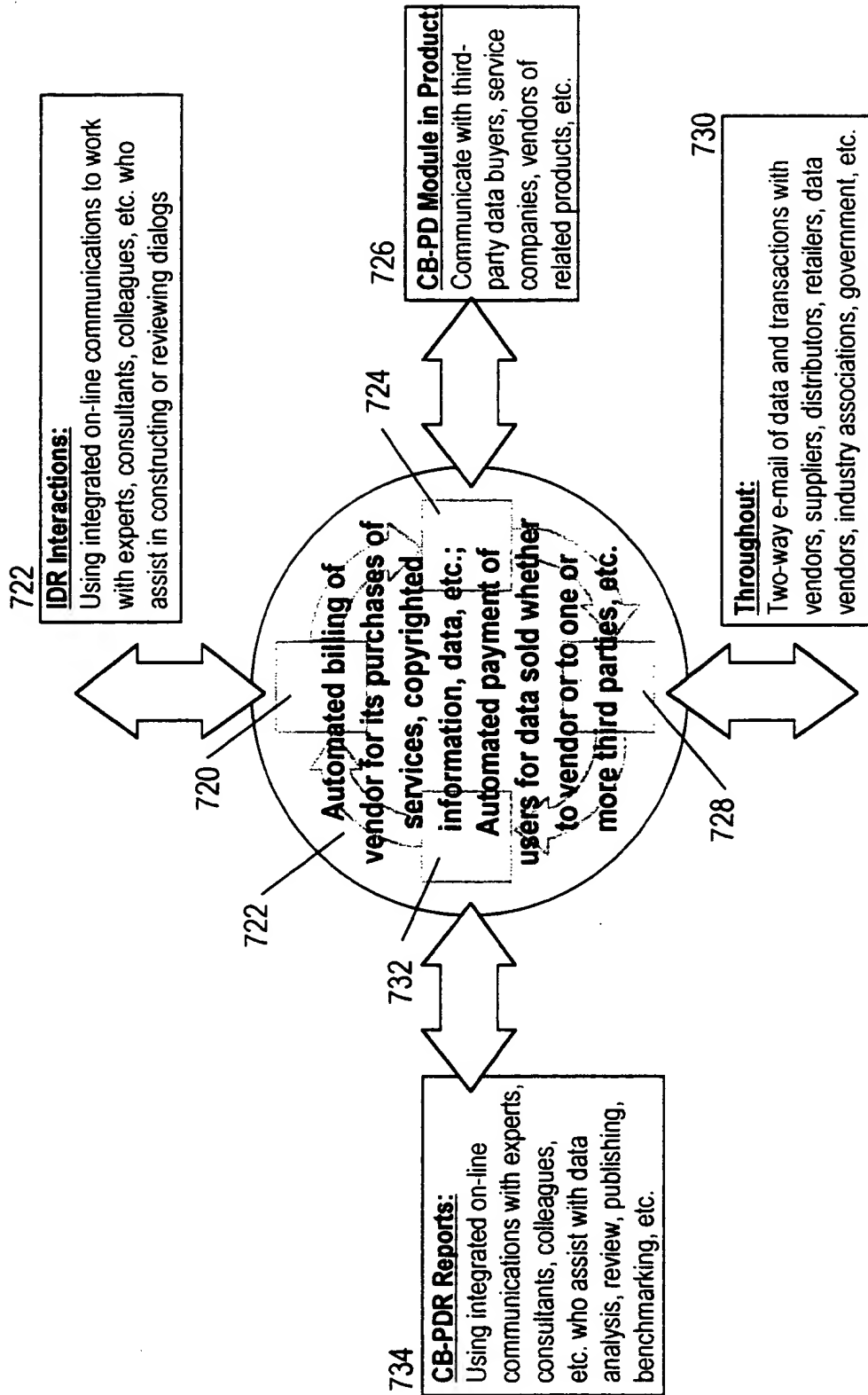
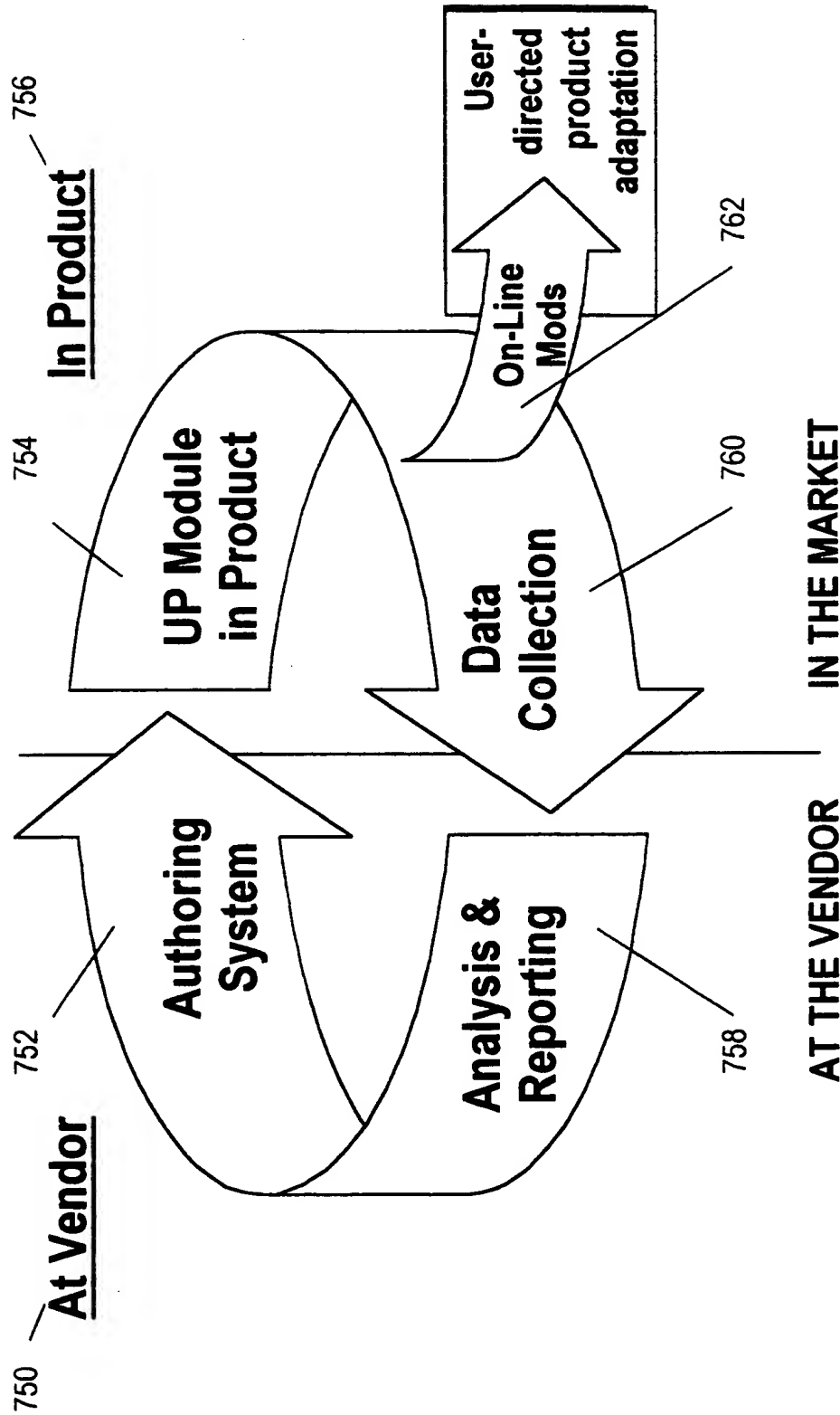
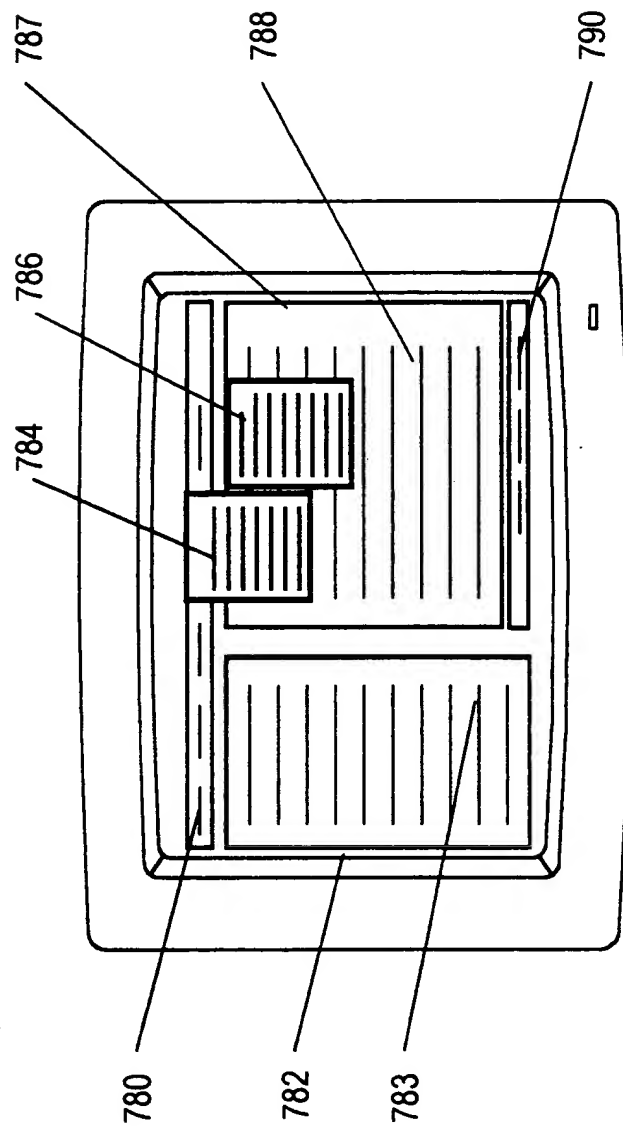


Figure 20



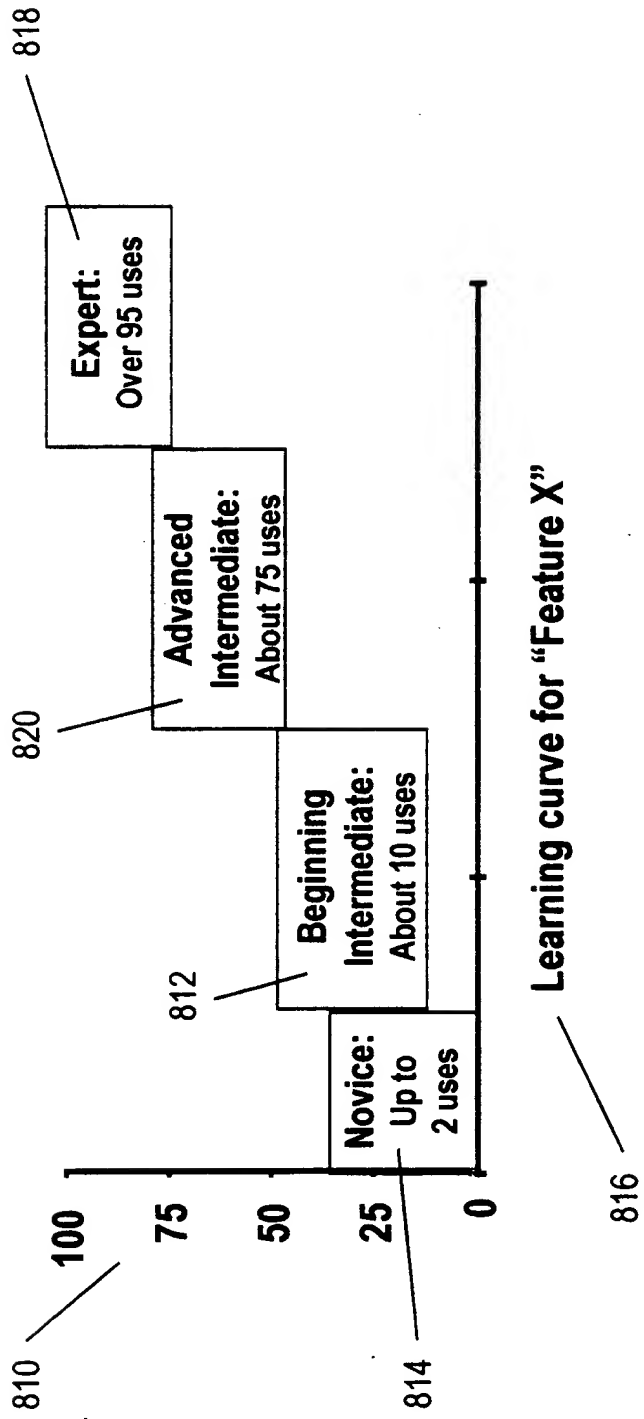
**Figure 21**



**AT THE VENDOR**



Figure 22



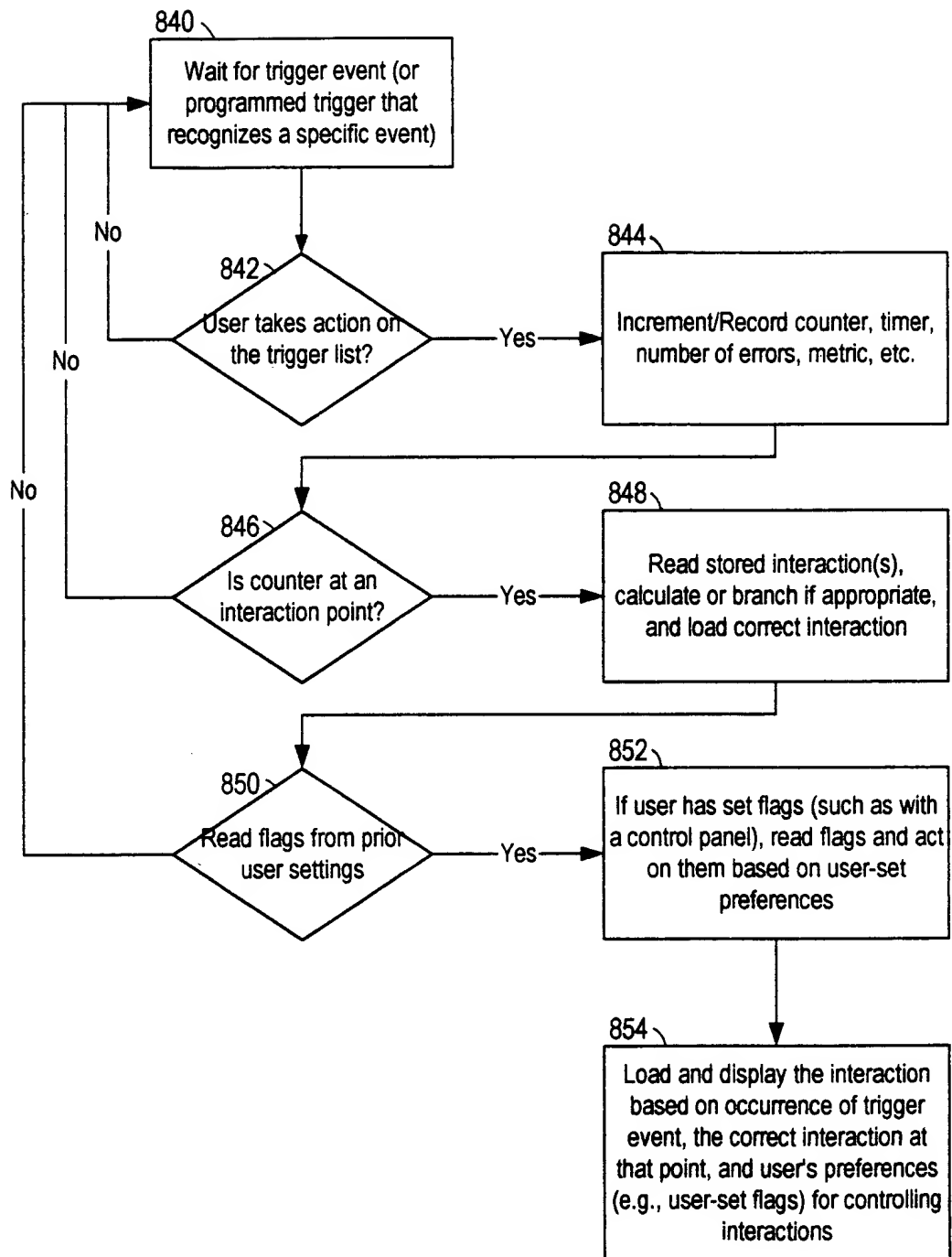
[illegible]

Figure 24

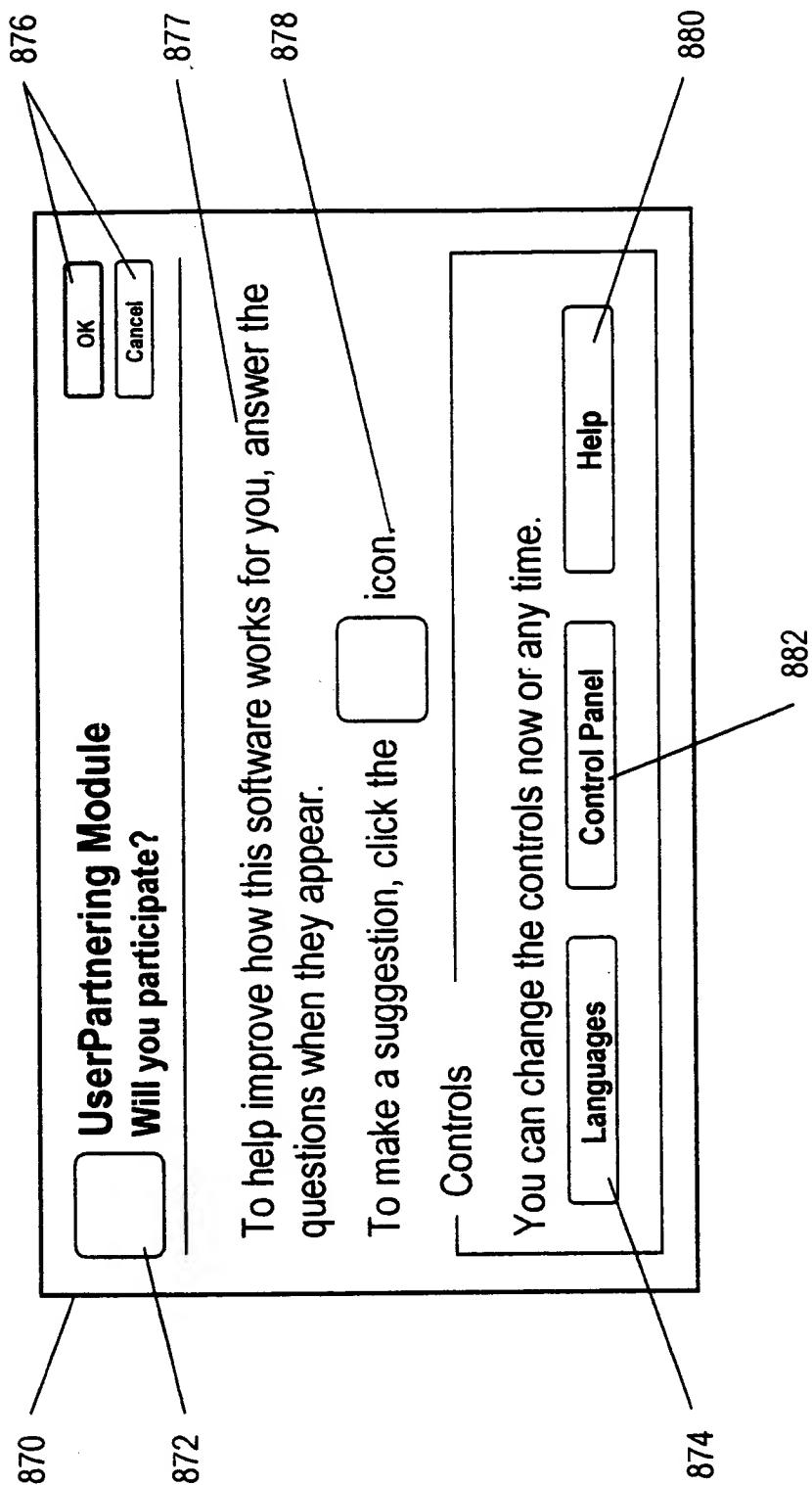


Figure 25

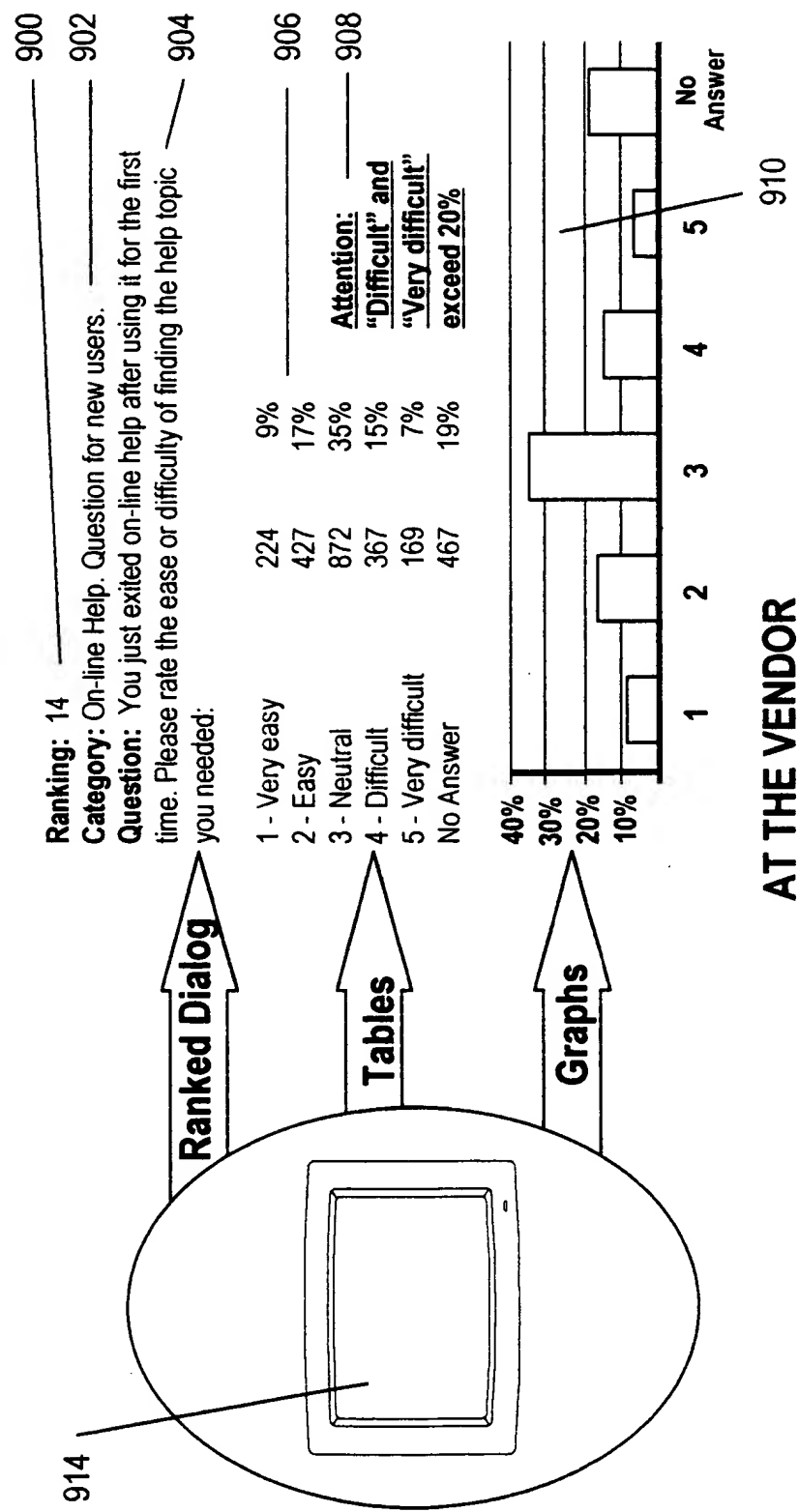


Figure 26

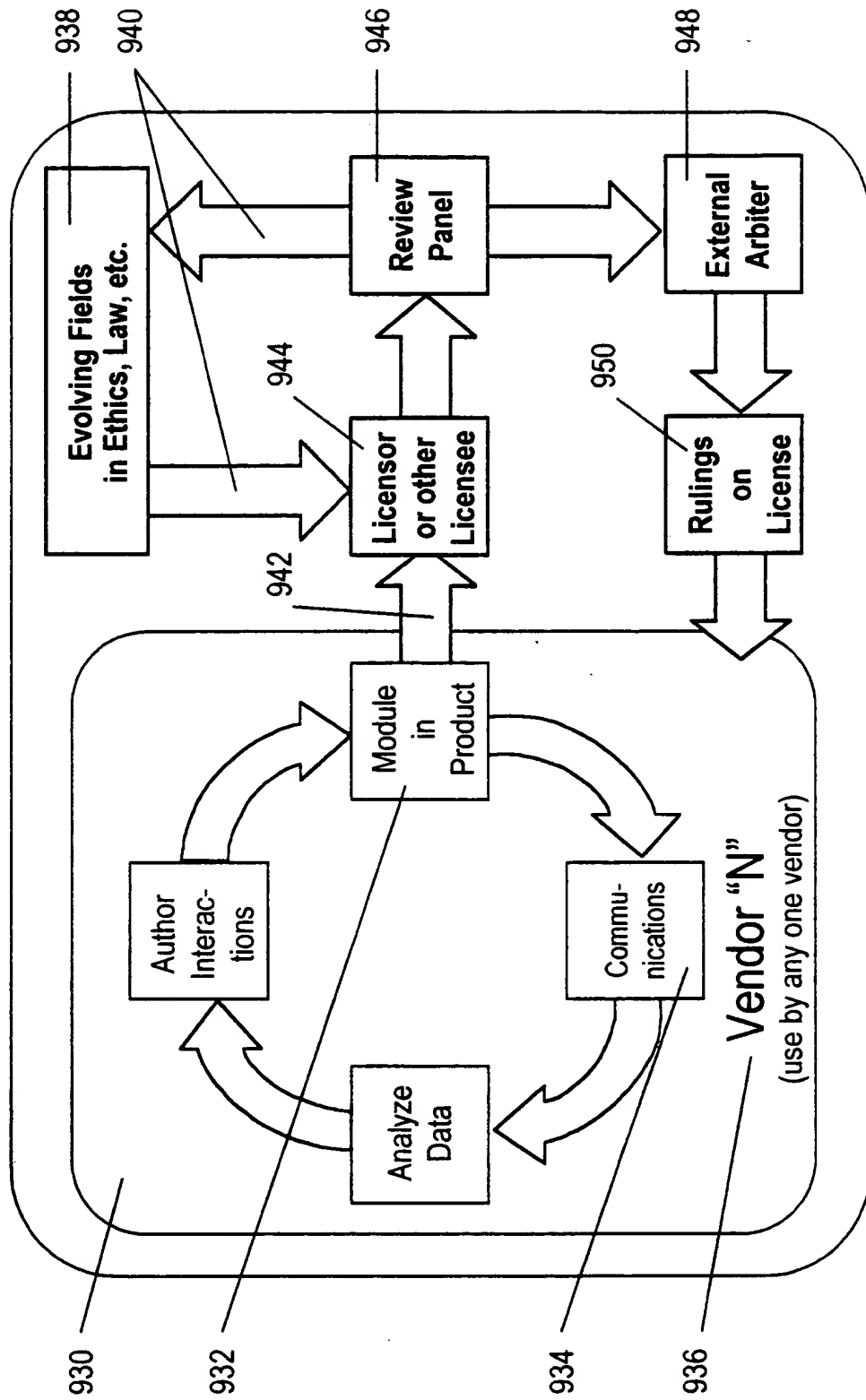
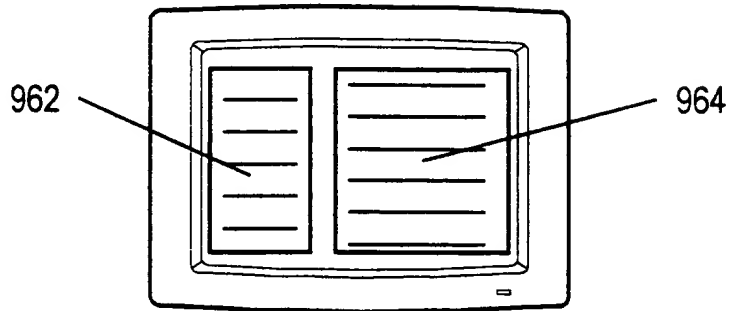


Figure 27A

Authoring System 960 AT THE VENDOR



UP Module 966 IN THE MARKET

A diagram of a software window labeled 966. The window has a title bar that reads "Undo - Workflow Routing" and "Question 1 of 1". Below the title bar, there are two buttons: "OK" and "Cancel". The main content area contains the text: "You just used Undo. How sure are you of what to do at this point? What would help make this clearer?". Below this text is a progress bar labeled 970. At the bottom of the window is a button labeled "Control Panel" with the number 972 below it. Above the progress bar, there is a rating scale with five radio buttons. The first two are labeled "Very sure" and the last two are labeled "Very unsure". A line points from the number 968 to the first radio button.

# Figure 27B

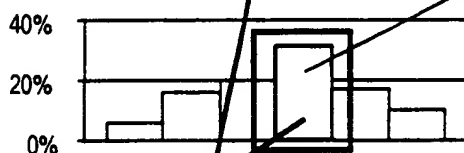
Analysis System

AT THE VENDOR

**Category:** UI accessibility.

**Question:** You just used Undo. How sure are you of what to do?

1 - Very sure	18	6%
2 - Sure	44	16%
3 - Neutral	55	20%
4 - Not sure	86	31%
5 - Very unsure	44	5%
No Answer	29	10%



**Suggestions for "Not Sure":**

- 4 - Where does "routing" send this?
- 4 - How can I find out who works on this next?
- 4 - Help!
- 4 - Show me a map of who gets this and when.

974

976

978

980

982

984

669080" T6E69E60

Figure 28

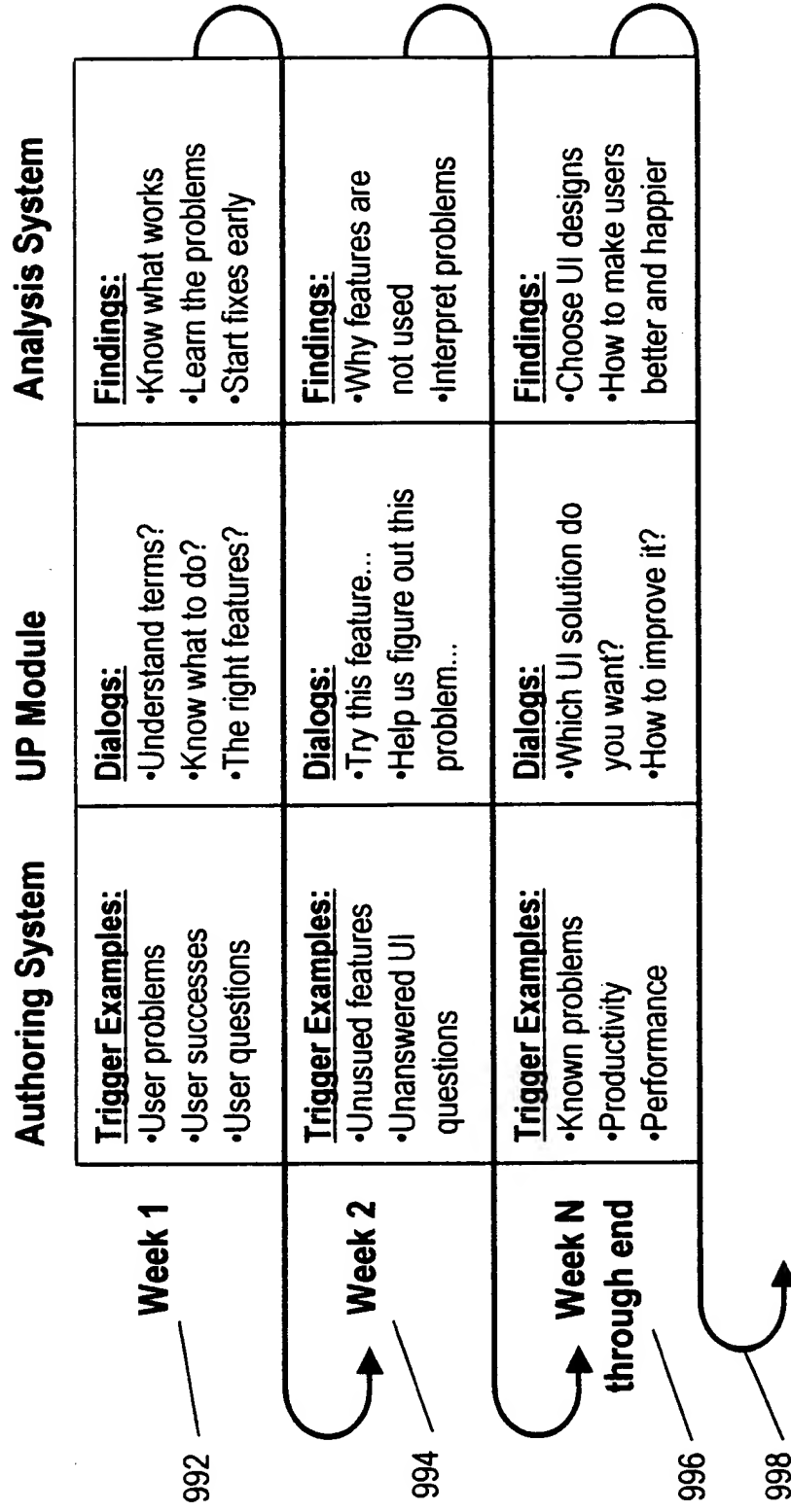
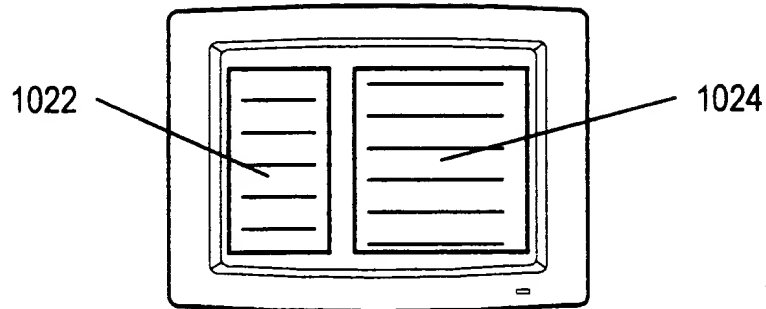




Figure 29A

Authoring System 1020 AT THE VENDOR



UP Module 1026 IN THE MARKET

A screenshot of a software dialog box. At the top left is a small square checkbox. To its right is the text "Learning Your Needs" and "Question 3 of 6". At the top right are two buttons: "OK" and "Cancel". Below this is a question: "Where did you see the ad(s) that led you to buy this product?". Under the question are six radio button options arranged in two columns: "Byte", "Datamation", "PC Week" on the left, and "Computer Language", "CASE Trends", "PC Computing" on the right. At the bottom center is a button labeled "Control Panel".

1030

# Figure 29B

Analysis System

1032

AT THE VENDOR

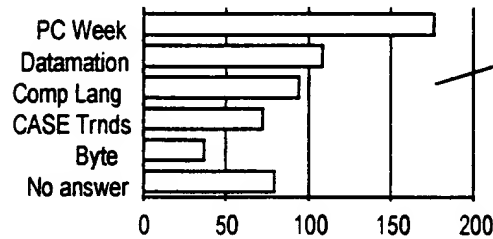
**Category:** Customers who bought and installed the product within one week.

**Question:** Which media worked during the first week of sales?

1034

1 - PC Week	176	31%
2 - Datamation	108	19%
3 - Computer Language	94	17%
4 - CASE Trends	72	13%
5 - Byte	37	7%
No answer	79	

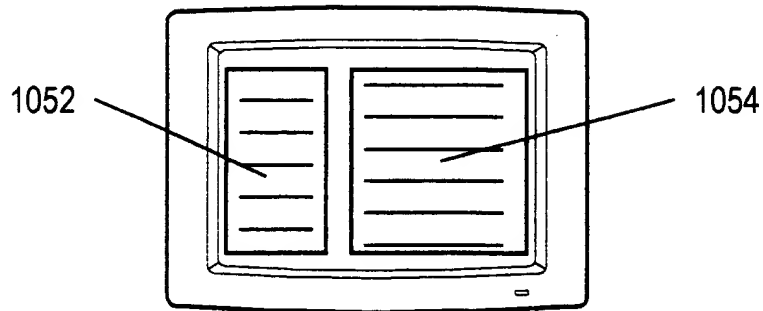
1036



1038

Figure 30A

Authoring System 1050 AT THE VENDOR



UP Module 1056 IN THE MARKET

1058

☐ Workflow Routing  
Customer Support Solution 1 of 3

OK  
Cancel

1. Display the "Employee Map" that shows users.  
2. To route your document to the proper users, drag and drop it on them in the proper order.

How would you make this clearer in the future?

1060

Display this solution again? ☐ Yes ☒ No

Next Solution Control Panel

1062

# Figure 30B

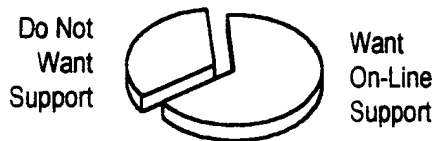
Analysis System

1064

AT THE VENDOR

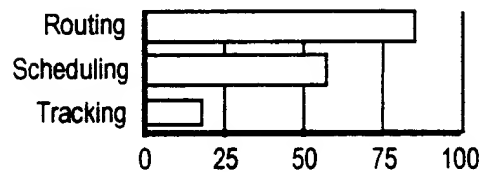
**Category:** User needs.

**Question:** Percent who want Customer Support delivered through the product.



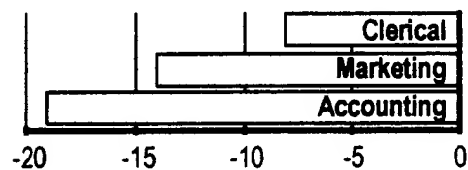
**Category:** Use of on-line Support.

**Question:** Percent who use on-line Customer Support, ranked by feature.



**Category:** Impact on performance.

**Question:** Change in error rates among users of on-line Support.



1066

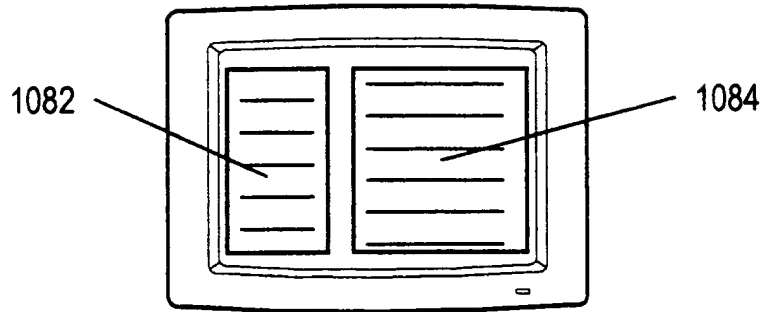
669080" 16E9E60

### Figure 31A

## Authoring System

1080

## AT THE VENDOR



## UP Module

1086

## IN THE MARKET

1088

☐ To Repair This Immediately  
Offer 1 of 1

OK  
Cancel

We will start fixing this problem within four hours if you buy an on-site service contract at this time.

Would you like right now: (1) the price and terms of a service contract, (2) a way to buy this through your computer, and (3) an immediate service call?

☐ Yes ☐ No

Control Panel

1090

[illegible]

1092

***Routed by E-mail to the Service Dept.:***

1094

**Category: URGENT repair needed**

**Service Contract Purchased:** A customer just bought a service contract when a problem occurred. AN IMMEDIATE PHONE CALL AND SERVICE CALL ARE REQUIRED.

1096

**Customer information:**

**Contact:** Barbara Loucks, Manager  
Competitive Advantages, Inc.  
500 New Strategic Way  
Target City, ST 12345, USA  
Telephone: (222) 333-4444  
Fax: (222) 333-5555

1098

**Information:**

[Click here for](#)

- (1) a hardware/software summary,
- (2) an UP Module problem report, and
- (3) user comments.

### Problem Details

1100

Figure 32

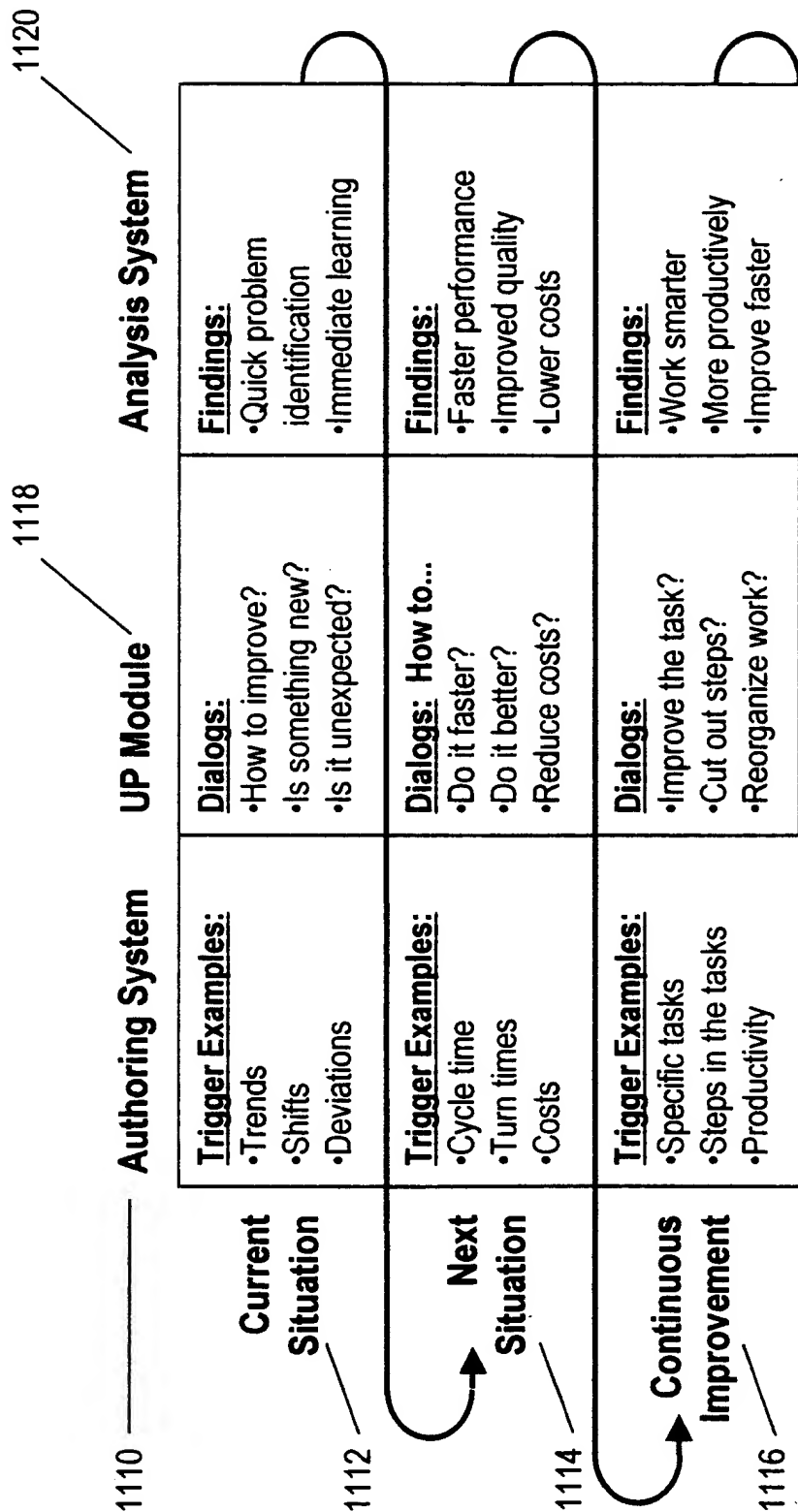


Figure 33

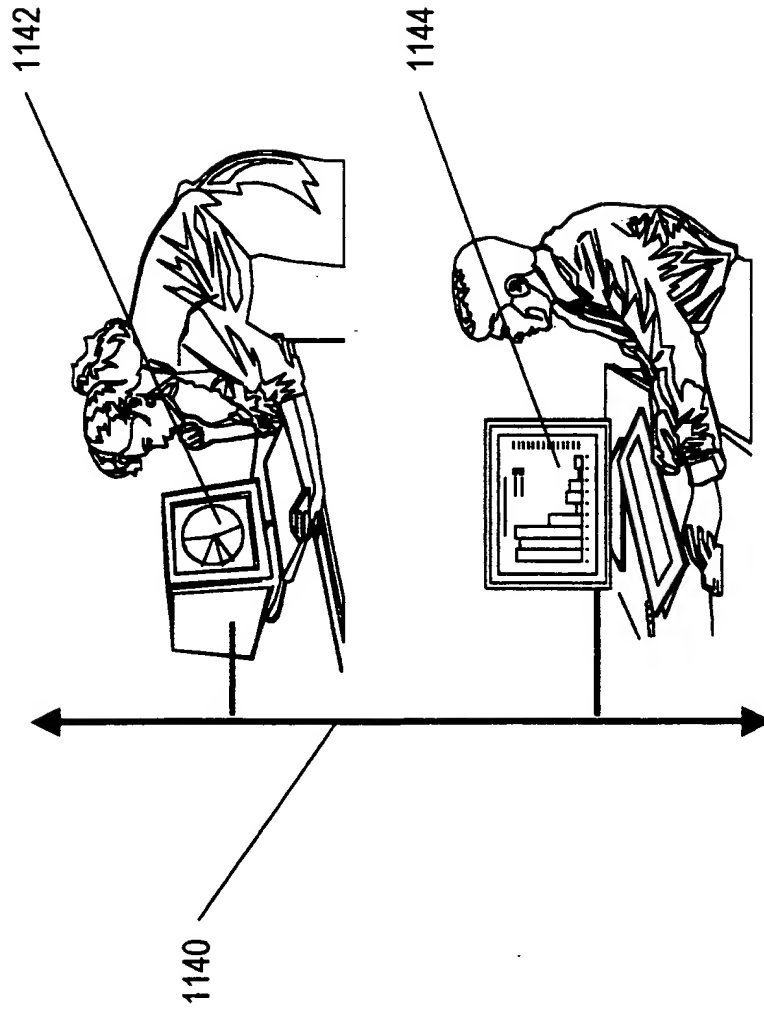
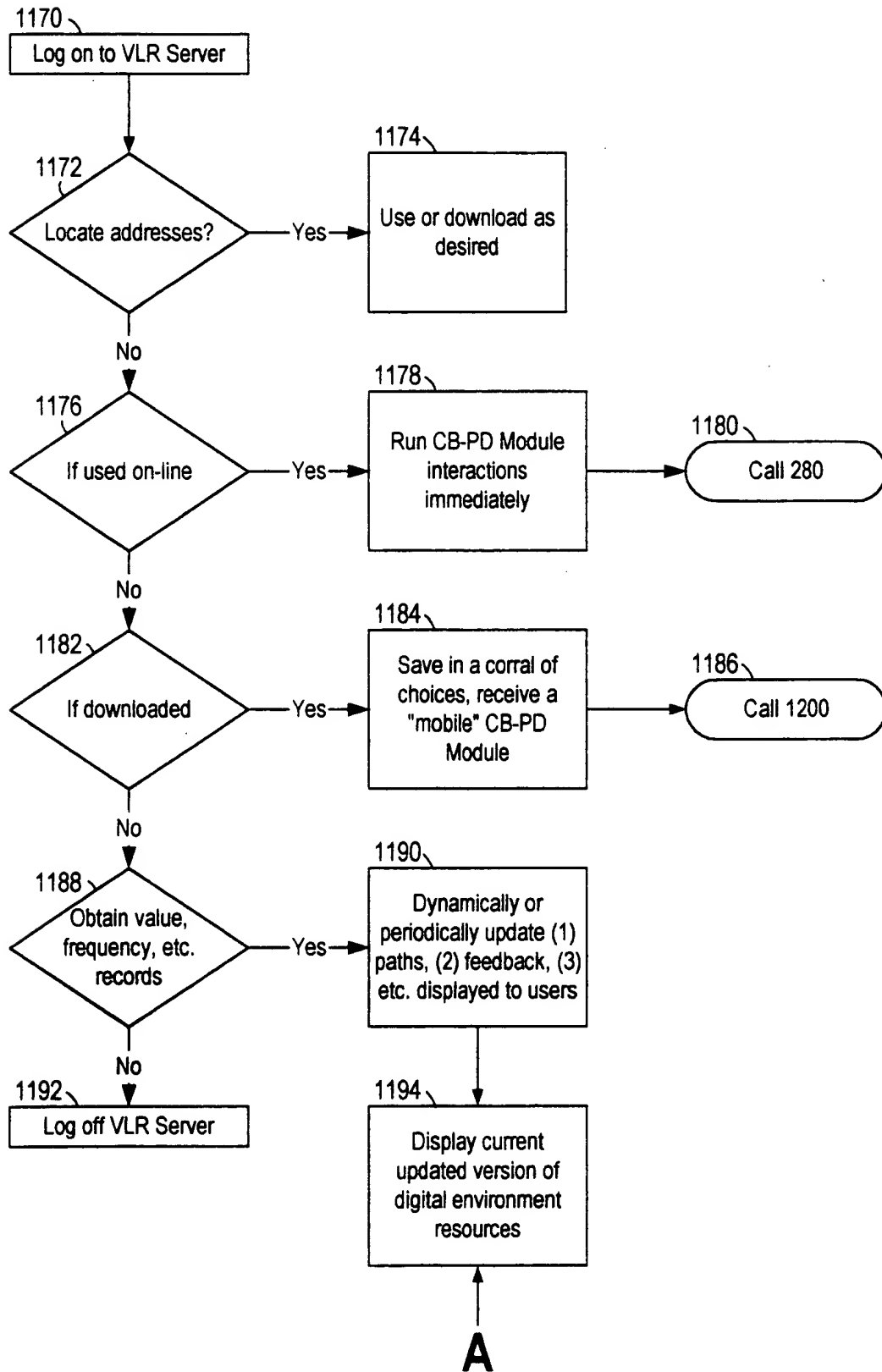


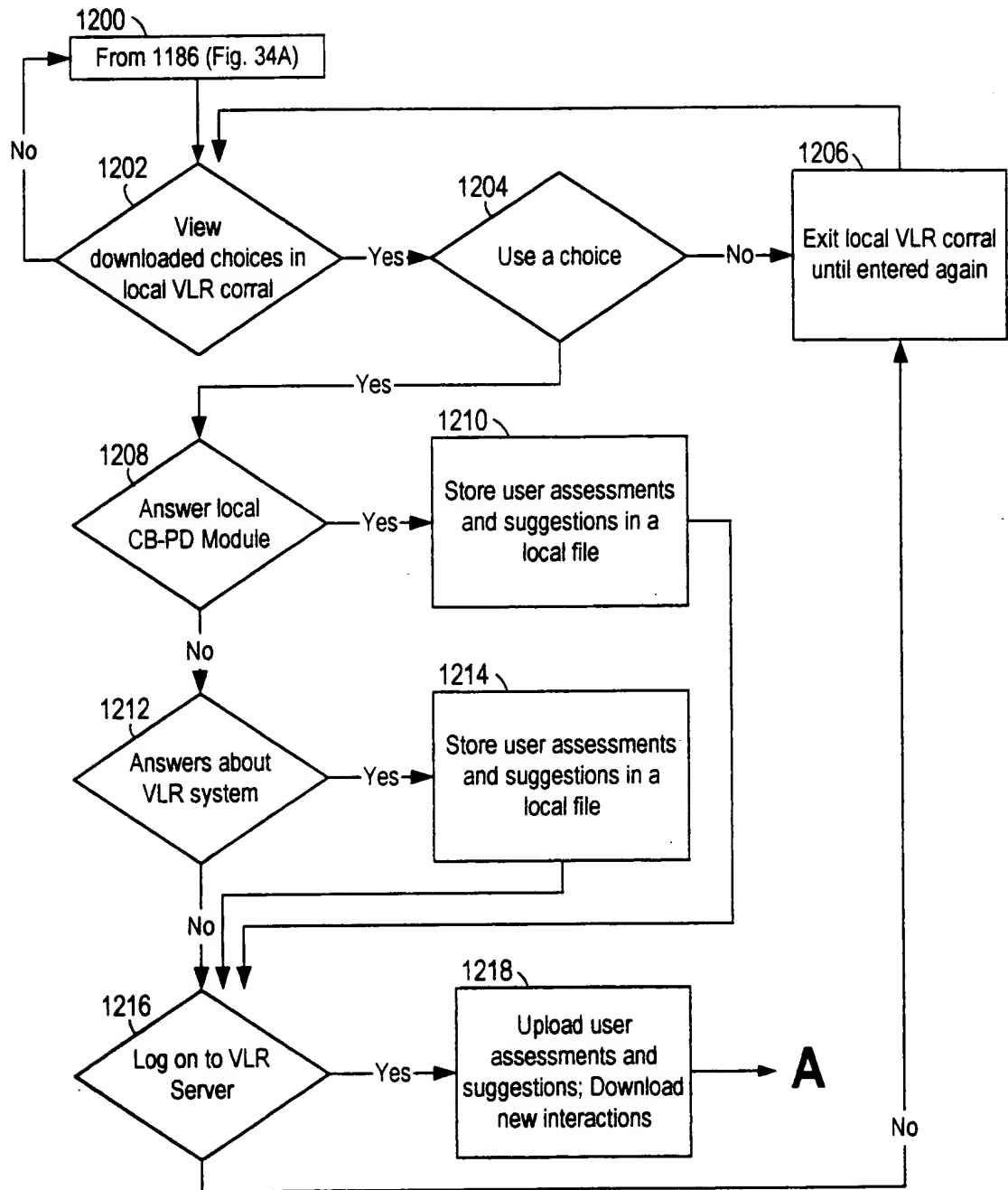


Figure 34A



653080" T6E9E60

Figure 34B



659080" 16E69E60